

PRESS RELEASE

Issued: 15 June 2011

For Immediate Release



29-30 September 2011
Old Billingsgate | London

Call for entries open for the 2011 British Smoothie Championships

lunch! – the UK’s only dedicated food-to-go trade show, today announced that entries are now open for its annual British Smoothie Championships.

Launched in 2007, the championships provide national recognition to the industry’s most-talented smoothie baristas. Submissions will be accepted until 26 August 2011, with shortlisted finalists invited to compete live at the event, at Old Billingsgate, London, on Thursday 29 September.

“The British Smoothie Championships offer a brilliant opportunity for us to recognise the wealth of creativity – and teamwork – that goes in to making a fresh smoothie taste so uniquely delicious,” says Chris Brazier, event manager of lunch!. “Aside from being a popular hit with visitors at the show, one of the biggest successes of this live competition is that it highlights how proud the finalists are to compete on their team’s behalf and exactly how much winning means to everyone involved.”

The British Smoothie Championships is one of lunch!’s most exciting – and entertaining – show features. Last year’s winner, Vimal DePala from Shaketastic, wowed the audience with his delicious ‘Eastern Envy’ creation, which combined lychee, melon, and freshly squeezed pear juice, spiced with ginger, coriander and lemon grass.

“Winning was the glory moment we had all been working towards. It shows how our dedication and passion has paid off and the whole team are very proud of the achievement,” said Josh Kettle, director of Shaketastic, whose London-based stores have produced two British Smoothie Champions (Richard Debson in 2009 and Vimal DePala in 2010).

Aside from a wealth of industry kudos, the championships offer winners a year-round marketing opportunity and a big morale-boost for hard-working teams. The prize also includes a Vitamix Quiet One Blender worth over £1,000, courtesy of the British Smoothie Championships sponsor Magrini.

“The British Smoothie Championships and lunch! have become such important dates in the calendar for the industry and Magrini are thrilled and honoured to be part of them both,” comments Magrini’s marketing manager, Amanda Grove.

Entry forms are available to download from www.lunchshow.co.uk/wp-content/uploads/smoothie_champs_low-res.pdf. (Please note, to be eligible to enter the awards, individuals must make smoothies from fresh or frozen ingredients, in a blender, in a commercial environment, in front of customers.) The twelve shortlisted finalists will be notified after 26 August. The British Smoothie Championships will take place in front of a live audience of out-of-home food and drink buyers at lunch!. The heats will be judged interactively by ten randomly-selected members of the audience, while the final will be judged by a panel of leading industry personalities. Voting will be based on taste, innovation, originality, best use of ingredients, and presentation.

Now in its fourth year, lunch! returns to Old Billingsgate, London, on 29-30 September 2011. Firmly established as the premier event for the entire out of home food industry, lunch! has garnered a reputation for helping businesses to do business – bringing together professional trade buyers – from all the major supermarkets, high street chains and contract caterers, as well as owners and managers of independent sandwich bars, cafés, delis, juice bars and coffee houses – with the service providers and product suppliers who can best meet their needs. The event has grown from strength to strength since its inception in 2007, with overall attendance up 24% in 2010 to 3115, while exhibitor numbers are set to top 180 for 2011.

lunch! is free to attend for pre-registered trade visitors. For further information and to register, please visit www.lunchshow.co.uk.

###

Media enquiries to:

Emma-Louise Jones, PR Executive

t: +44 (0)1273 645134 e: ejones@divcom.co.uk

lunch! exhibitor enquiries to:

Chris Brazier, Sales Manager

t: +44 (0)1273 645123 e: cbrazier@divcom.co.uk

Notes:

- lunch! has been nominated for Best Trade Show Exhibition – under 2,000m² by the Association of Event Organisers (AEO) in its annual Excellence Awards; an award it won in 2010.
- lunch! is the UK's only dedicated trade show for the £5billion quality lunchtime food-to-go market. Developed in consultation with leading industry suppliers and retailers, lunch! provides owners and managers of quality sandwich bars, juice bars, cafes, coffee bars and contract caterers, to source new products, find out about all the latest food-to-go market trends and network with 1000's of industry professionals all in one dedicated arena.

Website: <http://www.lunchshow.co.uk>

LinkedIn: <http://www.linkedin.com/groups?gid=3143327&mostPopular=&trk=tyah>

Twitter: <http://twitter.com/#!/lunchexhibition>

Facebook: <http://www.facebook.com/pages/lunch/106355532742317>

- Diversified Business Communications UK Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to lunch!, Diversified UK also organises Natural & Organic Products Europe, camexpo, the Independent Health Store Conference, office*, and the Service Desk & IT Support Show. The company publishes Natural Products magazine and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.