

## PRESS RELEASE

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29-30 September 2011  
Old Billingsgate | London

### **lunch! 2011 Exhibitor Show Highlights**

Now in its fourth year, lunch! returns to Old Billingsgate, London, on 29-30 September 2011. The show provides the best opportunity of the year for quality buyers and senior decision-makers from the out of home food and drink industry to meet with their suppliers direct, keep up-to-date with all the latest innovations, and research the best new products for their customers. The following is just a taste of what show press and visiting buyers can expect to see from the 190 companies exhibiting at this year's award-winning lunch!.

**3M Purification** (stand E519) will be exhibiting its popular range of scale control filters for coffee and vending operators at lunch! 2011. A highlight of which will be the new 3M™ SGLP2 Reverse Osmosis (RO) System. The state of the art high production RO membrane has a proven filtration technique that delivers consistent lifetime performance. Unlike a conventional resin filter, which becomes less effective in reducing water hardness as it ages, RO filters provide consistent water quality throughout the product's lifetime. Water filtered by the SGLP2 System can be combined with a controlled quantity of mains water for consistently great tasting coffee.

First time exhibitors **Vegusto UK** (Innovation Zone, stand D) are planning the UK launch its full range of Vegusto dairy-free Swiss cheeses, which is likely to be of interest to food businesses that provide options for those with alternative diets. The Vegusto brand is well-known in Switzerland and has grown remarkably well over the last 15 years. The Vegusto cheese range is suitable for customers with lactose intolerance or those who need to adhere to a low cholesterol diet. Made with mostly organic ingredients, the Vegusto cheese range is low in fat, cholesterol free, dairy free, and according to feedback from their customers, it tastes absolutely amazing.

**Stewed! one pot meals** (stand F612) is a funky range of premium, ready-made stews that bubbled into life on a North London farmers' market. In just three years, the family has grown to six delicious international recipes available nationally as both 325g one-pot branded grab-and-gos and as 1.3kg catering packs; and all still originating from the trusty Le Creuset of Leiths-trained chef-founder Alan Rosenthal. The global plundering for inspiration and flavour combinations continues with stewed! launching four new exciting lines at lunch! 2011: Boston Baked Beans, packed with smoked bacon, chunks of sausage and dark molasses, for a revolutionary breakfast-on-the-go option, and its veggie alternative; plus a Mexican Three Bean Chilli, laced with dark chocolate; and an Italian Chicken Napolitana.

"We took a stand at lunch! two years ago when the business was fresh from a farmers' market and still in its infancy. Since then, we have grown and developed our range and are stocked nationally in major multiples, but we'll still be back at lunch! this year. The show is large enough to attract key visitors from the food-to-go, catering and retail sectors but intimate enough to give us real cut through. It's rare to find this in an industry event," says Stewed!'s founder, Alan Rosenthal.

Environmentally friendly, packaging innovators wewow have announced the launch of **wow-box.eu** (Innovation Zone, stand G) a sustainable packaging solution unlike anything previously seen within the food and catering industry. Having worked closely with one of the UK's most forward thinking caterers, the Bradford-based company have developed the wow-box; an eye-catching, eco-friendly food platter which literally elevates a caterer's food platter above the competition, using a unique, patent-pending leg mechanism [patent application 1106439.1]. This 100% recyclable, food-safe box can be die-cut with the caterer's logo or design and printed with their branding.

**Yum Yum Bros Food Company** (stand B222) are a dynamic business created behind a passion for developing and marketing top quality, great tasting food products for both the food service and retail sectors. They have two great new ranges: Ndulge – a delicious, indulgent range of bars, biscuits, muffins and bites, packed full of the finest ingredient to satisfy both those daily hunger pangs or just when you fancy 'a bit of a treat'. And, Oh My Goodness – boasting superb combinations of cereals, honeys and different varieties of fruits all bursting with flavour, simply combined and carefully baked together to produce healthy nourishing snacks that really are 'good for you'!

**BLOOM – Tea Treatment™**'s award winning teas (stand E524) are designed for different times of day to suit modern consumers changing needs. Based in London, Bloom understands busy lifestyles and simplified its 100% all natural range to include five delicious, beautifully packaged teas suitable for: (1) breakfast, (2) mid-morning, (3) noon, (4) afternoon and (5) evening. BLOOM's simple 'Menu' enables quick decision making by consumers and staff, who can also suggest appropriate teas as part of a value added service – much like a sommelier would. Soothing White Tea (noon), Fragrant Green Tea (mid-morning), and Caffeine Free Rooibos Tea (evening) all won Great Taste Awards 2011.

Winners of the lunch! Multiple Retailer of The Year Award in 2009 and winning a Commendation in the 2010 Innovation Awards for the launch of their 'bake-in-pack' retail pasty range, the **Phat Pasty Co** are back for lunch! 2011, with some great news. They are launching two new Phat products – a Phat Breakfast, Bacon & Cheese Muffin and a Phat Mozzarella & Tomato Panini. Both will be supplied in 'bake-in-pack' wrappers allowing a simple

freezer to oven – customer solution, all in the branded pack. Also available for 2011, is the Phat Countertop heated display allowing food retailers looking for a 'hot grab and go' option. Come and meet the Phat Controllers on stand D411.

**Tideford Organic Foods** (stand D417) have just launched their range of organic vegetarian juice jellies. They come in three wonderfully refreshing flavours – Blackcurrant, Orange and Lemon – and are perfect for picnics, parties and lunches. With customers including major multiples, national coffee chains and independents nationwide, Tideford's commitment to quality has won them over 40 major awards from around the country, including 'Organic Product of the Year', numerous Gold Awards from the Guild of Fine Foods and Soil Association 'Pudding of the Year' to name but a few.

**GFT Retail (UK) Limited** is using lunch! as part of its ongoing launch programme for their innovative Snyder's Pretzel Pieces. Extensive research and initial distribution already shows that Snyder's Pretzel Pieces are winning over new consumers and fuelling their interest for a new kind of snack. Snyder's Pretzel Pieces are made using Snyder's signature sourdough pretzel mix, which is hard baked and once baked they are broken into pieces, then coated with one of six exciting flavours: Jalapeno; Cheddar Cheese; Honey Mustard & Onion; Sea Salt & Black Pepper; Hot Buffalo Wings; and Southern Style BBQ. Come to stand G713 to see what all the fuss is about and be prepared to be blown to 'pieces' with Snyder's Pretzel Pieces.

Coolicious, a brand of **Taste Trends** (stand U811) and the UK market leader in premium frozen refreshment, is launching two tempting new flavours of fat free frozen yogurts at lunch! 2011. Mango Moment complements the existing, all fat free, range of Coolicious soft serve frozen yogurts that includes Sunshine Vanilla, Chocolate Bliss, Simply Strawberry, Cheeky Banana, and Just Vanilla. All contain high levels of live and active healthy yogurt cultures, including probiotics and at less than 90 calories per 100ml serving are very low in calories. The Coolicious range also includes fat free frozen yogurt smoothie bases, non-diary soft serve fruit sorbets, Granita-style fruit smoothies, and non-diary neutral smoothie base.

**Kokoa Collection** (Innovation Zone, stand E) is a quality hot chocolate. It uses real chocolate, is sourced from single origins, engages the customer and is presented with style. White hot chocolate with natural Vanilla, Venezuela 58%, Ecuador 70%, and dark 82% from Madagascar, all display unique characteristics. For example, the 70% with Nacional cocoa beans, unique to Ecuador, lends a distinct floral note with vanilla, nuts and spice. We now have a range of flavoured sugars: Rose, Chilli, Orange & Cinnamon, and branded wooden serving trays, glasses and p.o.s. support. We've had excellent reviews - "Incredible depth of flavour. This is chocolate as it should be! 10/10," says [coffeeforums.co.uk](http://coffeeforums.co.uk).

Fully baked and folded; just fill! Tascas are fully baked, folded, soft bread pockets from **La Pizza Company Limited** (stand F616) and are perfect for smaller operators wanting a product that can be served hot or cold, that is quick and easy to prepare, offers convenience in use and great portion control, ensuring low waste. It couldn't be simpler; thaw, fill and serve! Being fully baked, Tascas take just 90 seconds to heat through on a Panini grill. They are also much softer to eat than a Panini and are more versatile as fillings are held securely within. You can fill them with anything, and they can be thawed in small batches, minimising waste.

**Tri-Star Packaging** (stand D422) will be showcasing a trio of cutting-edge out-of-home concepts at lunch! 2011. PortaTray™ – Tri-Star's revolutionary flat-pack, pop-up drinks carrier requires just half the storage space of traditional products. The 4-cup kraftboard carrier splits easily into two 2-cup trays, making it the most versatile multi-drink tray available. The environmentally-friendly Pulp Platter, available in two sizes, is designed to provide an extremely high standard of food presentation and excellent stability. Whilst the Mozaik fine dining and buffet range features stunning, reusable table and serving ware, made from rPET, which is similar in appearance to high-quality ceramic and solid silver cutlery. It offers caterers an opportunity to enhance the quality profile of their service and generate higher profits.

"lunch! is our favourite platform for showcasing Tri-Star's latest cutting-edge packaging for the food-to-go sector. When you are launching innovative new products, lunch! is definitely the best way to do it," says Kevin Curran, Managing Director of Tri-Star Packaging.

One of the new launches that **Impress Sandwiches** (stand F620) will be showing is its exclusive range of 'posh puddings' by Didier's Patisserie; renowned for its high quality, handmade patisserie. The six puddings, three hot and three cold, are aimed at the grab and go sector, but the hot puddings are especially ideal for operators seeking plated high quality desserts with consistency and originality, as the cleverly designed packaging enables them to be easily lifted from their containers, heated and served. The range of 'posh puddings' include: (hot) apple and gooseberry crumble; white and dark chocolate bread and butter pudding; raspberry and chocolate fondant; and (cold) vanilla and apricot rice pudding; strawberry trifle; lemon posset crumble.

Tipped to be 2011's most exciting lifestyle food brand, **Mi Pasta** (Innovation Zone, stand R) is launching a yummy new range of chilled ready-to-eat whole wheat pasta meals at lunch!. To be eaten hot or cold, Mi Pasta pots look great on the shelf and are bursting with quality ingredients – think Whole Wheat Penne Mushroom Pesto & Rocket, Whole Wheat Spinach Penne Coriander Pesto & Prawns and Whole Wheat Beetroot Penne Sweet Arrabiata & Chicken. Chiming with the 'work hard, play hard, eat well' ethos that busy Londoners strive for, with Mi Pasta, Mi Life's good!

**Karimix**, makers of hand-cooked relishes, chutneys, pastes and sauces from South-East Asia, has chosen lunch! to launch its new range into the foodservice. Founded by Monica Chia, Karimix is perfectly positioned to offer caterers a range of products that will enable chefs of all abilities to unlock the flavours of South-East Asian cuisine, adding a unique twist to their menus. The range includes Tamarind Chutney, superb with cheese and cold meats, to Citrus and Lemongrass Sauce, delicious when simply stirred into noodles, and Tom Yam Paste, which promises to set your taste buds tingling. Visit stand B214 to sample the flavours of South-East Asia and collect some tasty recipes to try out for yourself.

First time exhibitors **Flat®** (stand U801) will be showcasing a brand new and exciting addition to its range – Flat® table bases. These brand new bases are new to the UK market and are fitted with an integrated, award winning ‘Smart System’, which instantly responds to any surface on which it is placed, effectively eradicating table wobble due to uneven floors. No need for any further adjustment and the technology is ‘always on’. This is without doubt the best and most complete solution we have yet found to the age old problem of wobbly tables. The bases come in a range of designs, applicable for either indoor or outdoor use.

Experience a revolutionary bite on healthy snacks with new, low-calorie and nutritious **Nim’s Fruit Crisps** (Innovation Zone, stand L). Dried, not fried, and made from 100% pure, natural fruit, choose from four crunchy varieties, including Apple & Strawberry – the perfect balance of naturally sweet and tangy flavours. Bursting with goodness, they count as one portion of your ‘five a day’ and are a deliciously light and healthy option for serial snackers, slimmers and children alike.

**Butterware** (Innovation Zone, stand U) are pleased to announce the release of their new online ordering software at lunch! 2011. Sandwich companies can expand and diversify through online ordering for both collection and delivery. The software supports online and cash payments and can display customer and shop favourites for fast ordering. Orders are printed directly onto labels in the shop. Simple rules allow automatic approval of delivery addresses via postcode lookup to reduce admin overheads. Butterware helps businesses to increase sales and maintain customer loyalty.

“lunch! 2011 is the official launch venue of Butterware’s new online ordering software. The show is the perfect opportunity for us to meet our target audience and show them how they can expand and diversify their business through online sales,” says company founder Graeme Simpson.

At the touch of a button, **Rational UK Ltd’s** new SelfCooking Center (stand A118) cooks food fast and consistently, making it the perfect solution for retailers and caterers wanting to offer top-class, hot food-to-go. Offering bake-off, reheating, full baking, steaming, roasting and other cooking methods, the SelfCooking Center

increases the diversity of food-to-go operations without complicating the cooking process. The user simply selects the food to be cooked – from pizza to panini, roast chicken to baked apple pie – and pushes the button. The SelfCooking Center does the rest. The Rational SelfCooking Center is available in both gas and electric versions in a variety of sizes.

The largest French group specialising in snacks and quick eating occasions is coming to lunch! **bergams SAS** (stand U812), part of the Groupe Norac, will be exhibiting on the show's new upper level. With a turnover of some €500 million and 16 subsidiary companies, the group manufactures French bakery products, fresh sandwiches and baguettes, chilled salads and crudités, finger food and individual desserts. And as with all things gastronomic, great food ready-to-eat it is, fast food it certainly isn't. So to add a continental twist to your lunchtime menu, visit the bergams stand at lunch! 2011 and vive la différence!

**Shaken Udder Milkshakes**, made by committed good foodophiles Jodie and Howie, is the ultimate on-the-go drink. Thick, creamy and delicious, these 100% natural shakes are made using real ingredients and the best British milk. Plus, with new lower sugar levels, they even satisfy the demands of the most health-conscious consumers. To get your fix, head to stand U805 and try the milkshakes for yourself. In three taste-tingling flavours – Strawberry Stash, Top Banana and Chocolush – these naturally delicious drinks are made using fresh, British milk (sourced from local farms where possible) and natural ingredients (real strawberries and bananas and proper Belgian chocolate).

**Williams Refrigeration** (stand U804) design and manufacture a highly diverse range of refrigeration equipment. Its Gem Multideck range, undercounter cabinets, and sandwich prep units are ideal for the 'food to go' sector – including cafés, coffee shops and sandwich bars. These products offer the flexibility needed – available in a variety of sizes and formats to help maximise valuable space. The Gem Multideck range can help to maximise merchandising potential by offering clear visibility through full width lighting, and offering options such as snack baskets to optimise sales potential. Slimline models are also available.

**Trioni Dairy** (stand G717) will be showcasing the UK's first organic, naturally flavoured milk – Daioni. Made from a recipe created at its family-run organic dairy farm in West Wales, it is available in 250ml, 200ml and 1ltr cartons in strawberry, chocolate and banana flavour. It's light, nutritious and thirst quenching, low in fat and sugar, and totally free from artificial additives. Best served chilled, the really good news is that it's an ambient product with a shelf life of 12 months.

The CLIF® BAR was born on an outdoor adventure. Needing more energy to complete a 175 mile bike ride, Gary Erickson grabbed his last energy bar – the only bar available at the time – and realised that he couldn't take a

bite. Right then, he had an epiphany, as a baker and an athlete, that he could make something portable that tasted better. Named after Gary's father and outdoor companion, Clifford, the CLIF® BAR delivers sustained energy with the right combination of carbohydrates, protein and fibre. Today, **Clif Bar & Company** continues to blaze trails in nutrition to get you through all your outdoor adventures (stand E515).

**KernPack** (stand C316) is a leading distributor of specialist packaging machinery, offering a wide portfolio of standard and tailor made solutions based on partner technology. The company delivers a range of packaging equipment and solutions for bagging, shrink wrapping, flowwrapping, sleeve wrapping, banding, strapping and mailing. Its range of solutions can be tailored to individual needs and operational requirements – packaging anything from currant buns to cupboard doors – and is available in a wide variety of product sizes and production speeds. KernPack's partners include ATS, Hugo Beck, Tecno Pack, ABB, Mosca, Dolzan, Tecnovac and LP Packaging.

lunch! is free to attend for pre-registered trade visitors. For further information and to register, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk) quoting priority code LUN11006.

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**Notes:**

- If reproducing this press release in print, please include the Priority Code: LUN11006.
- In July 2011, lunch! won Best UK Trade Show Exhibition (Under 2,000m<sup>2</sup>) at the Association of Event Organisers (AEO) Excellence Awards for the second year running.

- 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>

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- 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.

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