

# lunch!

The contemporary food to go show

# times

Show Preview

29-30 September 2011  
Old Billingsgate | London

Opening Times  
Thursday 29 Sept: 10.00-17.30  
Friday 30 Sept: 10.00-17.00

Best UK trade exhibition  
for the past two years



## Industry prepares for best lunch! yet

This year's **lunch!** is set to be even bigger and more beneficial to your business than ever before. Now firmly established as the UK's leading trade event for the out-of-home food and drink market, the 2011 show will feature over 200 quality exhibitors, a whole new feature level and even more new products.

Following a hugely successful 2010 event, which saw a massive 24% increase in attendance and the news that **lunch!** has scooped the Best

UK Trade Show Award for the 2nd year running, both exhibitor and visitor demand for the show has reached new heights. On 29-30 September thousands of food-to-go professionals will flock to Old Billingsgate to do business at the meeting place for the industry.

With exhibition space expanded by 50% for 2011 and exhibitor numbers up by 40%, visitors will have even



more suppliers, products, features and networking to help revolutionise their business. A whole host of these can be found on the brand new feature level on the mezzanine, including the Innovation Challenge Showcase, **lunch!** Cafe, Demonstration Theatre and the popular Innovation Zone.

Whether you want to speak to current or new suppliers, taste and try new products, or learn from the industry's best, you really cannot afford to miss **lunch!**

## lunch! is UK's Best Trade Show for 2nd year running!



The **lunch!** team were celebrating recently when it was announced that **lunch!** had once again scooped the prestigious Best UK Trade Exhibition Award at the AEO Excellence Awards.

The judges were impressed by **lunch!**'s distinctive style, commenting: "The winning show has really attacked a very difficult marketplace and established itself as a leading niche show. We especially liked the unique and personal approach to their market."

**lunch!**'s Marketing Manager, Grace Pinder, expressed the delight of the whole team: "It is such a wonderful achievement for **lunch!** to win this prestigious award not just once but two years in a row! We would like to thank the exhibitors, visitors, and partners of **lunch!** for making it so special. We share this honour with them."



## What's inside?

### Show News

Read all about the new features waiting for you at **lunch!**  
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### Exhibitor List & Floorplan

Start planning your visit now with the full exhibitor list and floorplan  
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### Working lunch! Programme

Pick which sessions you will be attending with the full seminar programme  
Page 8

### What's hot at lunch!

Get your first peek at the innovative products at **lunch!**  
Pages 9-11



Supported by The British Sandwich Association



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stand U802

**[www.thefooddoctor.com](http://www.thefooddoctor.com)**

**email: [sales@thefooddoctor.com](mailto:sales@thefooddoctor.com)**



“Thoroughly enjoyed lunch! I came away with some great ideas to introduce into my site.”

SAM SARTAIN, CATERING MANAGER, BAXTERSTOREY / DEUTSCHE BANK BISHOPSGATE

## Get your questions answered at the Sandwich & Snack Surgery...



Ever wondered how to get a good review every time? Not sure why nobody orders your club sandwich? Need advice on what the next step for your business is? The answers all lie with Nellie Nichols. For the first time ever industry guru Nellie Nichols will take your questions, no matter how large or small, and provide full and frank answers to help you improve your business.

Send your questions in advance to [cbrazier@divcom.co.uk](mailto:cbrazier@divcom.co.uk) and then come and hear the answers at 'Nellie Nichols' Sandwich & Snack Surgery' in the Working **lunch!** Theatre at 10.45am on Friday 30th September.

# Welcome to the industry's favourite show

A visit to **lunch!** this year will ensure that you are among the very first to see a whole plethora of new products to hit the market. Many exhibiting companies will be launching their very latest lines, which could make a massive difference to your business, exclusively at **lunch!**

Just a small taste of some of the products to be unveiled at the show include Snyder's Pretzel Pieces from **GFT Retail**; **Tri-Star Packaging's** PortaTray™ and new environmentally friendly Pulp platter; **Rational's** award-winning SelfCooking Center; a brand new foodservice range of hand-cooked South-East Asian

relishes, chutneys, pastes and sauces from **Karimix**; **Tideford's** Organic vegetarian juice jellies; 'posh puddings' by **Didier's Patisserie** from **Impress Sandwiches**, perfect for the grab and go market; **wewow's** wow-box, an eco-friendly food platter which literally elevates a caterer's food platter above the competition using a unique leg mechanism; plus many, many more. For a full list of the 200+ exhibitors at **lunch!** see page 6.

If new, innovative products are high on your wish-list then make sure you also stop by the **Innovation Challenge**



Showcase on the new feature level of the show. The showcase will feature all of this year's entries for the **Innovation Challenge**, where exhibitors submit their brand new food, drink, packaging or equipment products in the hope of winning a prestigious **Innovation Challenge Gold Award**. This has proved to be a first stop for many buyers looking to source tomorrow's best-sellers today!

## Let us bring the innovation to you...

Save yourself valuable time and make sure you get ahead of your competitors by grabbing your seat at the **BRAND NEW** live judging of the **lunch! Innovation Challenge 2011!**

Ten exhibiting suppliers with the very best new products from across the food-to-go industry, including food, drink, packaging and equipment, will be shortlisted to present their innovative product live to the judging panel and an audience of industry buyers in an exciting



new addition to this year's **Working lunch!** Keynote Theatre programme.

Make sure you are at **lunch!** on Friday 30th September to see these exciting new products demonstrated and hear first-hand how they could revolutionise your business. Those deemed truly innovative by the judging panel will then be presented with a prestigious **lunch!** Innovation Challenge Gold or Commended award.

“**lunch!** is the perfect event to catch up with old colleagues and meet new start ups. Innovative solutions are the lifeblood of the food on the move market and this show certainly has plenty of them.”

DAMIAN DIXON, CATEGORY MANAGER - EATING OUT OF HOME, MARKS & SPENCER





# FareShare announced as Charity Partner for lunch!

**lunch!** is pleased to announce an exciting new addition to the list of official charity partners for 2011 – FareShare. A national UK charity supporting communities to relieve food poverty, FareShare provides quality food – surplus ‘fit for purpose’ produce from the food and drink industry – to organisations working with disadvantaged people in the community, feeding over 35,000 people a day through its 17 depots. This is exactly what it will be doing in partnership with **lunch!** this



year, by collecting surplus food from exhibitors at the end of the show and delivering it to charities throughout London. Given the waste that can often occur at an exhibition of this type, it's heartening to know that any unwanted food left over by the exhibitors at the end of the show will now go to the people who need it most.

You can find more information on FareShare and the work they do at [www.fareshare.org.uk](http://www.fareshare.org.uk)

“**lunch!** is the place to go for innovation, ideas and the best new food-to-go products.”

LIAM KELLY, EXECUTIVE HEAD CHEF, THE ROYAL MARSDEN HOSPITAL



## 90% of visitors rate **lunch!** as Excellent / Good

## Try, taste and learn in the BSA Training Academy



The popular BSA Training Academy will this year be on the upstairs feature level of the show. With a packed programme of demonstration sessions you will find something to help with every aspect of your business - whether it be legal advice, tips on sandwich design or learning from others. With industry experts on hand to help guide your business forward, can you afford not to be there?

Start planning which sessions you will attend with the full Demonstration Theatre programme on page 8.

“**lunch!** is a fantastic niche show that is dedicated to the food-on-the-move market. Definitely worth taking time out to visit!”

ANDRE FREEMAN, CATERING MANAGER, KENT & EAST SUSSEX RAILWAY CO.



# Let the battle of the smoothies commence!

Grab yourself a seat for the popular British Smoothie Championship live finals and be part of the thrilling battle as the very best smoothie makers compete to claim the prestigious title and grand prize, worth over £1000. Not only is it great entertainment but you can also help decide who wins by voting for your favourite smoothie based on taste, presentation and the flair with which it's made. The British

Smoothie Championships will take place on the first day of **lunch!** in the upstairs Demonstration Theatre – make sure you arrive early to guarantee your spot!

Do you make mouth-watering smoothies that have customers queuing for more? Then why not enter today at [www.lunchshow.co.uk](http://www.lunchshow.co.uk) for your chance to be crowned British Smoothie Champion 2011!



“ Winning the British Smoothie Championships 2010 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. Thanks must go to the organisers of **lunch!**”

JOSH KETTLE, DIRECTOR, SHAKETASTIC



# Innovative new products to boost your business

**Innovation zone!**

The Innovation Zone was a popular new addition to **lunch!** last year and it returns in 2011 with its own dedicated section on the mezzanine level. The Zone gives buyers the chance to see, taste and source innovative products launching in the industry from new or smaller manufacturers that wouldn't normally be found at trade shows.



differentiate themselves from their competitors, make sure you make a beeline for the Innovation Zone to see the industry's next big thing!

Proving to be an important stop on the show floor for businesses looking for ways to

**"lunch! is stylish, upbeat and it's incredibly well organised - just like us!"**

WENDY BALL, SALES DIRECTOR, CAFE CONNECTIONS



# lunch! welcomes the Beverage Standards Awards 2011



Taking place on the evening of Thursday 29th September, this year's Beverage Standards Awards will be held after the first day of trading at **lunch!** to make your visit to London even more fruitful. The awards will be a celebration of all the nominated establishments within the beverage industry who are raising the standards in the excellence of drinks and best service standards.

London and 15 minutes walk from **lunch!** at Old Billingsgate.

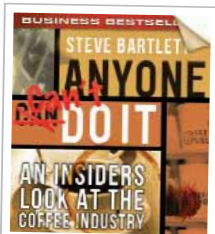
The Awards ceremony will provide an excellent night's entertainment including a sumptuous three course dinner, drinks, magic and, of course, the all-important awards celebrating the industry.

This prestigious event will be held in the 5 star Grange City Hotel - in the heart of the city of London. This luxury hotel is superbly located with unique panoramic views over the City and just a gemstone's throw away from the Tower of

To book your tickets contact Martyn Herriott on 07500 858763 or [info@beveragestandardsassociation.co.uk](mailto:info@beveragestandardsassociation.co.uk). Further information is available at [www.beveragestandardsassociation.co.uk](http://www.beveragestandardsassociation.co.uk)

## Q&A with Steve Bartlett

Steve Bartlett, former CEO of Coffee Republic, will share the story of his journey through the coffee industry in an open



and honest talk in the Working **lunch!** Keynote Theatre on Friday 30th September at 11.45am.

An entrepreneurial businessman, after launching his own business Steve was responsible for rebranding Coffee Republic's dated image and introducing the company to seven international countries. His refreshing concept of boutique coffee houses has

made him one of the forerunners in the 'new wave' of coffee shops. Grab a seat at this insightful seminar as Steve revisits his trials and tribulations at the top of a major high street coffee chain, as well as his theories behind the triumph and flaws of corporate franchise.

Here is a sneak preview of his thoughts on the industry at the moment:

How do you feel the out-of-home food and drink sector has fared in the uncertain economic climate of the last few years? Remarkably well, as continental dining is a common trend for all

ages and classes. There is always an open niche for casual dining.

What one lesson / tip would you take away from your experience with Coffee Republic?

Don't be misled by the bright lights and high polished finishes, coupled with over enthusiasm.

Do you see any new key trends developing in the market to look out for?

Boutique coffee bars.

Where do you see yourself and your business in 5 years time?

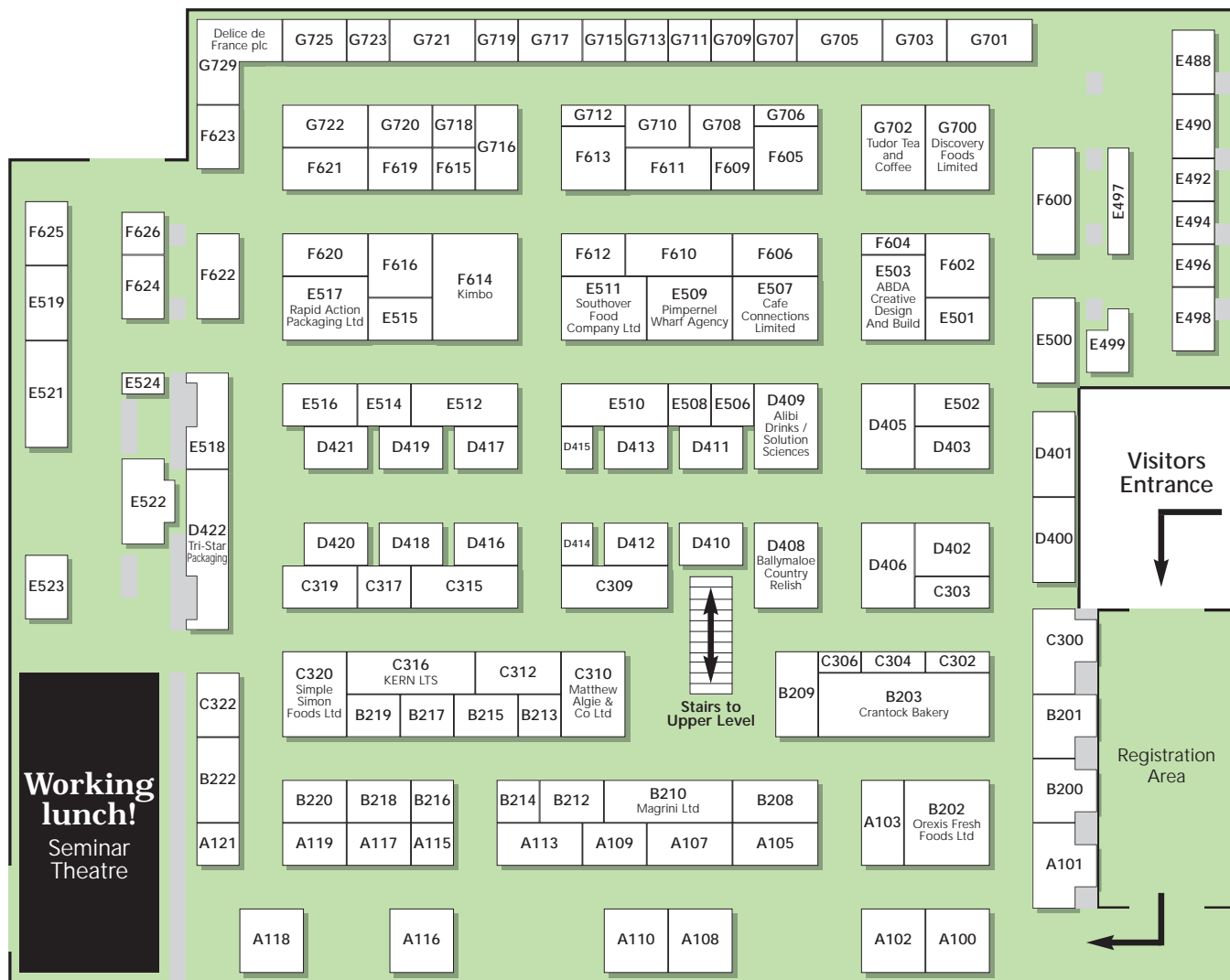
No idea!! And who does in this rapidly changing climate.



**"You can always rely on lunch! to keep you on top of the latest trends in the lunchtime market. In just a couple of hours you can have a real feel for the flavours, ingredients and products of the moment."**

CATHY PORT, SENIOR FOOD DEVELOPMENT MANAGER, MCDONALDS UK

# Lunch! Ground Floor



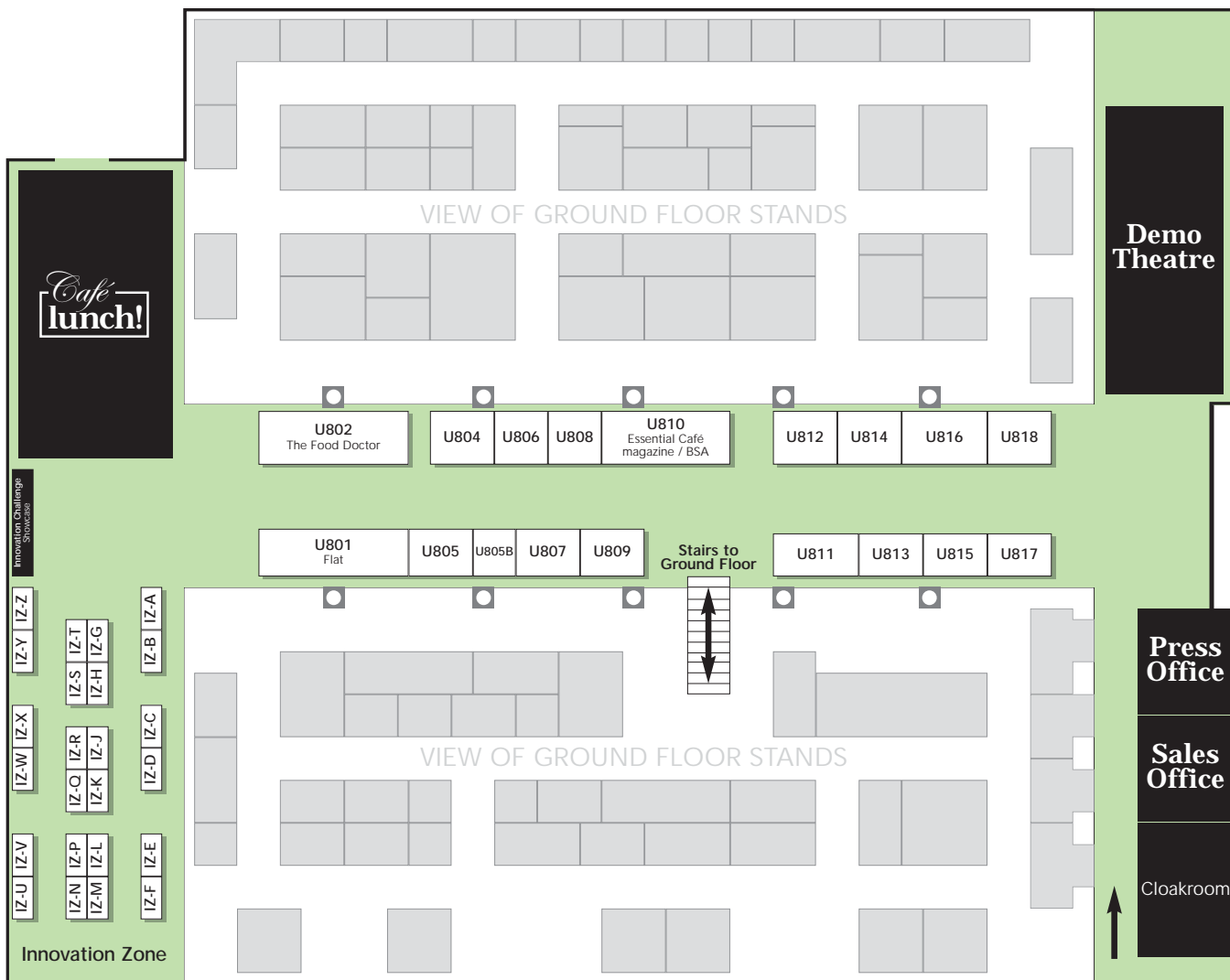
## Ground Floor

3M Purification .....	E519
ABDA creative design and build .....	E503
AgriCoat NatureSeal Ltd .....	D419
Alibi Pretox Drink .....	D409
Anchor Catering .....	E488
Ballymaloe Country Relish .....	D408
Barclaycard Payment Acceptance .....	B212
Bel UK Limited .....	D401
Bells of Lazonby Ltd .....	B218
Belvior Fruit Farms Ltd .....	F613
BLOOM - Tea Treatment™ .....	E524
Bloom Teas Ltd .....	E524
Boost Drinks Ltd .....	C319
Bristec Retail & Hospitality .....	A109
British Sandwich Association .....	C322
Brother UK .....	C300
Byotrol Technology .....	C317
Cabrose .....	F624
Cafe Connections Limited .....	E507
Cafe Culture Magazine .....	C322
The Cafe Society .....	C322
Catering Solutions UK Ltd .....	D410
Cherry Active .....	G709
CJ's Specialist Vehicles .....	E506
Clif Bar & Company .....	E515
Clipper Teas Ltd .....	G719
The Coffee Machine Co .....	G722
Collins Benson Goldhill LLP .....	G706
The Contact Grill Company .....	D400
Crantock Bakery .....	B203
Crewmint .....	E506
Crispy Snacks Ltd .....	G711

CSM (United Kingdom) Ltd .....	F626
D & D Kitchen .....	E512
Delice de France .....	G729
Dempson Crooke Ltd .....	A113
Dewberry Redpoint Ltd .....	G720
Discovery Foods Limited .....	G700
Ditting Mahlkonig .....	F606
Drink Me Chai/Tea UK Ltd .....	F625
Easipac .....	C315
Easiyo Products Ltd .....	B215
Exquisite Handmade Cakes .....	E518
The Fine Cheese Co .....	D402
The Fine Confectionery Co Ltd .....	E501
Firefly Tonics .....	A116
FoodLovers Approved .....	E492
Fresh Marketing .....	G710
Fresh! Naturally Organic .....	C304
Fretwell Downing Hospitality .....	F602
Frut Ltd .....	F605
Gazebo Fine Foods .....	F619
Genesis Distributors .....	G718
GFT Retail (UK) Limited .....	G713
Greendustries .....	B200
The Handmade Cake Company .....	D405
Heavenly Cakes .....	D415
Holy Cow! Food Company .....	A115
Honeybuns .....	F609
Honeyrose Bakery .....	G707
IDEC .....	E497
Impress Sandwiches .....	F620
Intelligent Business Systems Limited .....	A110
Northern Ireland Naturally .....	C309
Jiffy Trucks Ltd .....	G721
Jimmy's Iced Coffee .....	E496

Karimix .....	B214
Kavis Ltd .....	A101
Kern Ltd .....	C316
kff .....	D403
Kimbo .....	F614
King Edward Catering Equipment .....	G701
La Pizza Company Limited .....	F616
Lawncourt Harvest Ltd .....	E516
London Bio Packaging .....	A108
The London Tea Company .....	E498
Luscombe Organic Drinks .....	B209
Magrini Ltd .....	B210
Martin Food Equipment .....	E522
Mash Direct Ltd .....	A117
Matthew Algie & Co Ltd .....	C310
MCR Systems .....	F600
Melitta System Service .....	D413
The Menu Shop .....	F623
Metro Drinks .....	B208
Mobo Innovations Ltd .....	A103
Modern Milk .....	A105
MOMA! foods ltd .....	D412
Natural Coffee Company .....	E500
Natures Table Snacks Ltd .....	F610
Nelson Catering .....	E514
New York Delhi .....	F604
Orexis Fresh Foods Ltd .....	B202
Paragon Print and Packaging .....	D406
Paterson Arran Ltd .....	A121
Peppersmith .....	G723
Perfect Crunch Crisps .....	E499
Perry Court Farm - Air Dried Fruit Crisps .....	G712
Phat Pasty Co .....	D411
Pidy Limited .....	F622

# lunch! Feature Level



The Pimpernel Wharf Agency .....	E509
Planglow Ltd .....	A100
Puddings & Pies Limited .....	E490
Pukka Herbs Ltd .....	F621
Pullins Bakers .....	B217
Pulp Fruits .....	D420
Purple Pineapple .....	E502
Pussy Drinks Ltd .....	F615
QuickBite Magazine .....	E494
Rapid Action Packaging Ltd .....	E517
Rational UK Ltd .....	A118
Raynor Foods .....	A102
RDA Organic / PIP Organic .....	C302
Redemption Food .....	B201
Rich Sauces .....	E523
Sabert Europe .....	E510
Salty Dog Brands .....	C303
Sandwich & Snack News Magazine .....	C322
Scheckters Organic Energy .....	G705
SFD .....	D418
Simple Simon Foods Ltd .....	C320
Simply Ice Cream Ltd & Simply Group .....	G725
Solaris Organic Tea .....	G715
Soulful Food .....	B220
Southerover Food Company Limited .....	E511
Spikomats - Skewers.co.uk .....	B219
stewed! one pot meals .....	F612
Stoats Porridge Bars .....	B213
Suki Tea .....	C312
Taste of Sicily Ltd .....	A107
Tayto Group Ltd .....	E521
Teapigs .....	A119
Tideford Organic Foods .....	D417
Toasty Products .....	B216

Top Food Service Equipment Ltd .....	F611
Treflach Farm .....	E508
Trioni Dairy .....	G717
Tri-Star Packaging .....	D422
Tudor Tea and Coffee .....	G702
VaioPak Limited / Printed Cups UK .....	D421
Victorian Baking Ovens .....	G716
What On Earth .....	F608
The Whole Leaf Co .....	G708
WK Thomas .....	G703
The Yorkshire Provender .....	D416
Yum Yum Bros Food Company .....	B222
Zest Specialities .....	D414

## Feature Level

bergams SAS .....	U812
Cawston Press .....	U817
Dawson Foodservice Equipment .....	U813
Donut Square Ltd .....	U809
Essential Café magazine / Beverage	
Standards Agency .....	U810
Exploding Bakery .....	U808
Flat .....	U801
The Food Doctor .....	U802
Island Bakery Organics .....	U807
J. O. Sims Ltd .....	U816
Rapitalia Foods Ltd .....	U806
Robot Coupe (UK Ltd) .....	U815
Rocks .....	U814
Rod and Bens .....	U818
Shaken Udder Milkshakes .....	U805
Tastebreads .....	U811
Wild Trail .....	U805B
Williams Refrigeration .....	U804

## Innovation Zone

Baileys Real Food Ltd .....	IZ - N
b-Tempted .....	IZ - F
The Big Yum .....	IZ - A
Butterware .....	IZ - U
Cocofina .....	IZ - V
The Cornish Crisp Company Ltd .....	IZ - Z
Corn Again Popcorn .....	IZ - H
Crazy Baker .....	IZ - K
Crazy Food Company .....	IZ - X
Goody Good Stuff .....	IZ - Y
Hada Del Cafe .....	IZ - B
Honestly Health .....	IZ - Q
The Living Food Kitchen .....	IZ - S
Juna .....	IZ - P
Just Oil Ltd .....	IZ - T
Kokoa Collection hot chocolate by origin .....	IZ - E
Mi Pasta .....	IZ - R
Mobile Marketing UK .....	IZ - J
Maynard House Orchards Apple Juice .....	IZ - C
Nim's Fruit Crisps .....	IZ - L
SAMOSACO .....	IZ - W
Tasman Dairy Producers UK Ltd .....	IZ - M
Vegusto .....	IZ - D
wow-box.eu .....	IZ - G

# working lunch!

To take advantage of the seminar programme, register for your FREE trade ticket at [www.lunchshow.co.uk](http://www.lunchshow.co.uk)

## Keynote Theatre

Thursday 29 September

10.45 Tony Keating, CEO - SSP UK & Ireland

### **lunch! KEYNOTE: Tailored Solutions For Today's Travellers**

SSP are the food travel experts delivering world class food and beverage experiences across the globe. Tony Keating, SSP's CEO in the UK and Ireland, will explain how SSP achieves consumer loyalty in the diverse travel market by delivering an ever-evolving brand portfolio with a customised service style.

11.45 Andrew Rhodes, Director of Operations - Food Standards Agency

### **The New Food Hygiene Rating Scheme – How It Works and What It Means For Your Business**

Andrew Rhodes will explain why getting food hygiene right now matters more than ever. Under the Food Standards Agency's Food Hygiene Rating Scheme soon all your customers will know if you're meeting hygiene standards. And whether your business is "very good" or there's "urgent improvement necessary".

12.45 Jim Winship, Director - British Sandwich Association

### **From the Olympics to the 250th Anniversary – What's In Store?**

With the 250th Anniversary of the sandwich in 2012, Jim Winship will be outlining what the British Sandwich Association has planned to celebrate this important date for the industry as well as some of the other events and initiatives the Association is planning for the coming year...including support for the Olympics.

13.45

### **INNOVATION CHALLENGE LIVE! 2011 – THE PITCHES**

**lunch!** 2011 exhibitors pitch their innovative products to the toughest panel in the industry in a bid to win a **lunch!** Innovation Award. A must attend for all buyers!

15.00 Peter Noone, VP - Technomic Inc.

### **Understanding the Lunchtime Market**

A look at how market data on trends can help keep businesses on track to prosperity. In this presentation Peter Noone, Vice President of Technomic Inc. will discuss how trend data on the lunchtime market in the UK is helping some businesses to stay ahead of the game. He will also reveal some of the latest data about lunchtime trends in the USA.

16.00

### **INNOVATION CHALLENGE LIVE! 2011 – THE RESULTS**

The panel reconvenes to announce the winners of the **lunch!** Innovation Challenge Awards 2011. Be there to see who is presented with a coveted "Commended" or "Gold" award.

Friday 30 September

10.45 Nellie Nichols

### **lunch! KEYNOTE: Nellie Nichols' Sandwich and Snack Surgery**

Ever wondered how to get a good review every time? Not sure why nobody orders your club sandwich? Need advice on what the next step for your business is? The answers all lie with Nellie Nichols. For the first time ever industry guru Nellie Nichols will take your questions and provide full and frank answers to help you improve your business. Email your questions to [cbrazier@divcom.co.uk](mailto:cbrazier@divcom.co.uk)

11.45 Steve Bartlett, former CEO - Coffee Republic

### **lunch! KEYNOTE: "Anyone Can Can't Do It"**

Reflecting on his time at Coffee Republic, Steve invites you on a journey through the coffee industry as experienced firsthand. His open and honest talk revisits his trials and tribulations at the top of a major high street coffee company, as well as his theories behind the triumph and flaws of corporate franchise.

12.45 Moderated by Simon Ambrose, Editor - International Sandwich & Snack News

### **THE BIG lunch! DEBATE 2011 - Panel Debate on the Sandwich Market**

Simon Ambrose chairs the annual **lunch!** debate that takes in the candid views of a wide variety of important industry experts including: Steve Bartlett - ex CEO of Coffee Republic, Georg Burkholz from Subway and Food Technologist Felicity Alyward.

14.15

### **How Consumers Behave**

Understanding how consumers behave is the science of success in the lunchtime market. In this fascinating presentation we will be exploring how retailers can exploit human behaviour traits to maximise sales. Can you afford to miss it?

15.15 Kantar

### **How is the lunchtime market performing in these difficult economic times?**

In this session, a specialist market researcher will look at the latest data to show who are the current winners and losers while also providing some guidelines to trends.

## Demonstration Theatre and BSA Training Academy

Places for the Academy are FREE but strictly limited



Thursday 29 September

11.00 Franklyn Boltman

### **How to Build a Successful Café or Sandwich Business**

As the title suggests, this talk will be on how to put in place the foundations on which you will be able to build a profitable and well loved concept and take the big leap from one to two shops.

12.00 Adam Tyler, Chief Executive - NACFB

### **Financing Your Sandwich Business – Getting The Bank On Your Side**

How to raise finance for your business using non bank lending as a real viable alternative. What are the pitfalls and how can you guarantee the right advice.

12.45

### **British Smoothie Championships 2011**

Sponsored by Magrini.

15.00 Barry Hampson - Nuvo & Victoria Bishop - The Armadillo Coffee Company

### **Learning From Experience**

Two leading operators talk about their experiences and share some of the lessons they have learnt.

15.30 Ken Groves

### **Making HACCP Pay**

Are HACCP and food safety things that manufacturers and food retailers address only once they've killed someone? Ken explains that controls are not an expensive luxury, they can pay for themselves through energy savings.

16.00 Ray Raynor, Phillip Brown and Jesper Toft

### **The Founding Fathers Return**

The Founding Fathers of the modern sandwich industry return to make their favourite sandwiches and talk about the industry.

Friday 30 September

11.00 Franklyn Boltman

### **How to Build a Successful Café or Sandwich Business**

See Thursday.

12.00 Mark Arnold - Food Partners, with Simon Ambrose

### **Tips on Successful Commercial Sandwich Design**

From Mark Arnold multiple winner of the British Sandwich Designer of the Year Competition.

13.00 Chi Collins & David Morrison - Collins Benson Goldhill LLP

### **The Law and What You Need To Know**

Chi Collins will present common case scenarios such as dealing

with your landlord when funds are tight and problems with suppliers and getting paid. David Morrison will then present a checklist and tips on the kinds of agreements that you may need with business partners or investors and an update on employment law issues.

14.00 Ben Sibbald from Made by Ben & Peter Dore-Smith - Kaffee  
**Learning From Experience**

Two leading operators talk about their experiences and share some of the lessons they have learnt.

15.00

### **Making Great Coffee**

We teach you how to increase your business by making the best coffee for your customers in the best way possible.

# What's Hot at lunch!

Here are just some of the exciting products that you can look forward to seeing and tasting at **lunch!** 2011.

## wow-box

Stand IZ-G

wow-box is a revolutionary food platter which has been designed to be eco-friendly AND to help you attract new clients. We believe that whenever you present your food in a wow-box you will get at least one new enquiry because prospects will be 'wowed' by your presentation, and be able to contact you from the details on the box!

We can supply ready to use or flat-pack. The board material is excellent at keeping food cool (much better than the plastic platter) and we have developed a tray system to allow you to re-use the boxes (although they can be recycled or composted after each use if required). Come and see us on stand IZ-G.

wewow Ltd.,  
The Digital Works,  
1 Anne Gate,  
Bradford BD1 4ES  
Contact: Stuart Jones  
Tel: 01274 301410  
Email:  
sales@wow-box.eu  
www.wow-box.eu

Sustainable & Innovative food platter



wow-box.eu  
adapted to new heights  
Stand IZ - G

sales@wow-box.eu

## Daioni

Stand G717

Daioni is the name of the UK's first organic, naturally flavoured milk. Made from a recipe created at our family's organic dairy farm in West Wales. Available in 200, 250ml 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. Brilliant!

Trioni Ltd,  
Ffosyficfer,  
Abercych,  
Pembrokeshire  
SA37 0EU  
Contact: Helen  
Blackburn  
Tel: 01239 682 572  
Email:  
Helen@trioni.com  
www.trioni.com



## KernPack

Stand C316

KernPack 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. As well as distributing the products the company enjoys an unrivalled reputation for service and customer satisfaction.

Kern Ltd, 5  
Sopwith Park,  
Segensworth  
North, Fareham.  
Hants PO15 5RT  
Tel: 0845 680 60 60  
Email:  
info@kern.co.uk  
www.kern.co.uk



## 3M

Stand E519

3M will exhibit its popular range of scale control filters for coffee and vending operators on Stand E519 at **lunch!** 2011. A highlight will be the new 3MTM 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.



3M Plc, Cain Road, Bracknell, Berkshire RG12 8HT  
Contact: Katherine Barnicoat  
Tel: 01344 858 437  
Email: purification.uk@mmm.com  
www.3m.co.uk/purification

## Paragon Print & Packaging

Stand D406

Paragon Print & Packaging are UK leaders in responsible packaging products. A vertically integrated approach to packaging delivery provides Design, Photography, Artwork creation, Reprographics and Print.

Supplying all types of Self Adhesive Labels, Linerless Labels, Barrier Films, Permeable Films, Cardboard Sleeves, Cartons, Salad Boxes and Sandwich Skilllets.

Eight UK manufacturing facilities accredited with ISO 9001, 14001, BRC/lop provide the capability to deliver the most demanding launch schedule.

Award winning print quality is supported by ParagonHD technology delivering a new standard for printed packaging products. A dedicated product development team are available to provide innovative solutions to your new packaging requirements, visit us on stand D406 for a chat about how we can differentiate your products on shelf.

Paragon Print & Packaging, Enterprise Way, Pinchbeck, Spalding, Lincolnshire PE11 3YR  
Tel: 01775 71 66 55  
www.ppandp.co.uk



## Cawston Press

Stand U817

Cawston Press have been making delicious, quality pressed juice since 1986. Their range now includes eight award-winning, beautifully-balanced blends.

All Cawston Press juices are ambient with a longer shelf life reducing the risk of expensive wastage for retailers. They can be displayed ambient or in the chiller. Do visit their stand and try their latest delicious blend - Apple Lemonade. You'll also find their 4 biggest sellers – Apple, Apple & Ginger, Apple & Rhubarb and Apple & Elderflower, are now available in handy 250ml mini-cartons – perfect for the chiller and lunchtime trade.

Cawston Press  
Tel: 0118 934 7575  
Email: info@cawstonpress.com  
www.cawstonpress.com



## Pussy

Stand F615

Pussy Drinks Ltd are a young, independant company based out of London and Pussy is the UK's first, 100% natural energy drink. Containing no Taurine, artificial caffeine, preservatives or synthetic ingredients, it is made with a blend of crushed grapes & lime juice and uses Guarana as the source of energy. Also containing Milk Thistle, a renowned liver detoxifier, Pussy has a light, refreshing, lychee flavour profile which offers a wider appeal to consumers than other synthetic based drinks and is the perfect choice for todays fast paced, health conscious 21st century living. Currently available in Selfridges, itsu and all good wholesalers.

Pussy Drinks Ltd, Suite 9 Exhibition House, Addison Bridge Place, London W14 8XP  
Contact: Matt Williams  
Tel: 0207 348 9870  
Fax: 02076036241  
Mobile: 07557232402



## Vegusto

Stand IZ-D

Launching for the first time in the UK, Vegusto is a range of 100% plant-based dairy free Swiss Cheeses, as well as a wide range of plant-based protein products including sausages, burgers, ham, minced meat, meat loaf or tasty roasts. We feel this is the perfect time to showcase a range that give businesses in the food sector a product that is suitable for customers with specific dietary needs including dairy intolerance, low cholesterol foods and vegans, vegetarian friendly.

Made to the highest standards using high quality ingredients free of artificial colors, preservatives, and flavorings, Vegusto products are the perfect solution.

Suite 17, The Stanley Business Centre, Kelvin Way, Crawley, RH10 9SE, UK  
Tel: 07853 071031  
Email: mark@ecofoodsinternational.com



## Gem Multideck

Stand U804

Williams design and manufacture a highly diverse range of refrigeration equipment. Our Gem Multideck range, undercounter cabinets and sandwich prep units are ideal for the 'food to go' sector – such as cafes, 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 your 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.



Williams Refrigeration  
Contact: Martin Laws  
Tel: 0800 526517  
Email: info@williams-refrigeration.co.uk  
www.williams-refrigeration.com

## Nim's Fruit Crisps - Fruit Re-Invented

Stand IZ-L

Experience a revolutionary bite on healthy snacks with new, low-calorie and nutritious Nim's Fruit Crisps at stand L in the Innovation Zone. 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 1 portion of your 5 a day and are a deliciously light and healthy option for serial snackers, slimmers and children alike. £1.49 RRP

Nim's Fruit Crisps  
Contact: Nimisha Raja  
Tel: 0843 289 5519  
Email: nimisha@nimsfruitcrisps.com  
www.nimsfruitcrisps.com



## Café Connections – Nationwide food packaging distributor

Stand E507

Talking's good and that is what Café Connections will be focussing on this year. As before key members of staff will be manning the stand so as to be able to knowledgeably discuss ideas, products and specific customer needs - and to demonstrate just how a committed packaging distributor really can add substantial value by providing a tip top service. Excitement is afoot with the launch of two groundbreaking children's lunch bags with environmental themes - and there is emphasis on the benefits of using UK manufacturers to keep carbon footprints low. This is a packaging distributor with a difference.

Café Connections Ltd, 1E Uniongate, The Ridgeway,  
Iver, Bucks SL0 9JQ  
Tel: 0845 123 2994  
Fax: 0845 123 2996  
E: info@cafeconnections.co.uk  
www.cafeconnections.co.uk

## Scheckter's OrganicEnergy

Stand G705

Scheckter's OrganicEnergy is the World's First 100% natural, organic, vegetarian and FairTrade certified energy drink. Founder Toby Scheckter has created the healthiest, best tasting energy drink made with nature's finest organic ingredients from Turkish Pomegranates, Sicilian Lemons and Brazilian Guarana for energy. Scheckter's OrganicEnergy is a real energy drink using real ingredients as nature intended. We are the sole energy drink supplier to the McLaren F1 team and are the first energy drink ever to win a Gold in the Great Taste Awards.

Scheckter's  
Tel: +44 (0) 1256 36 9292  
Email: sales@schecktersorganic.com  
www.schecktersorganic.com





# PACKAGING ▶▶ *To Go* ▶▶

## Visit us on stand D406



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