

CAFÉ CULTURE

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TASTING THE LIFESTYLE OF THE CAFÉ SECTOR



Give your customers something to smile about...

Make time for lunch!



26-27 September 2013
Business Design Centre | London

Returning to the Business Design Centre, London, on 26-27 September, lunch! 2013 – the award-winning trade event for the food-to-go market – is poised to connect thousands of food and drink buyers with (an unprecedented) 290 exhibitors. Here's just a taste of what's on offer for café and coffee-house operators this year.

Innovation

Full of innovation and energy, exciting, essential and enjoyable – that's the verdict from visitors to last year's fifth anniversary lunch! show which attracted record attendance of 4,403 across two action-packed days. For 2013 the show promises to be its biggest yet, with an expansion into a new upper feature level at the three-floor venue making way for a further 15% increase in exhibitor numbers.

This can only be good news for prospective visitors, with lunch!'s line-up including big names such as Delifrance, Equip Line, Cawston Press, Delice de France, Cheese Cellar, Rombouts Coffee, Mowers Food Service, Cafe Deli Wholesale, Easy Bean, Rude Health, H.J. Heinz Foodservice, Taylor Davis, Adelle Foods Group, Planglow, The Food Doctor, Magrini, Yeo Valley, Warburtons, Yorkshire Baker, Crown Foods, Luscombe Organic Drinks, Divine Chocolate, Tideford Organics, URBAN eat, Stoats, Asiana and Odysea.

Working lunch! theatre highlights

And it's not just the exhibitors at lunch! promising to draw in the crowds. In addition to the Innovation Zone, the new upper feature level is now home to the popular British Smoothie Championship (sponsored by Magrini), the Innovation Challenge Live! (where participating exhibitors 'pitch' their new product innovations and ideas to a panel of industry judges), the Innovation Challenge Showcase, and the Working lunch! Theatre (also sponsored by Magrini).

Notable Keynote highlights for 2013 include essential market updates from Horizons, Allegra and Leatherhead Food Research, plus debut sessions from Manaaz Akhtar (European marketing

director at Subway), who will be discussing catering for the family audience, and Elliot Cantrell (Adelle Food Group's senior food technologist and current British Sandwich Designer of the Year) and Mark McCulloch (former head of marketing at YO! Sushi and Pret a Manger). Mike Bond (catering mark manager at The Soil Association) and Andrew Sherick (former senior buyer with M&S Foods) will also be there.

"It's essential to know your market place," says Andrew Sherick. "That's why lunch! is so key. I think it's the only trade show that's 100% focused on the impulse market."

"lunch! is the premier place for food retailers to get an insight into all the food innovation that is happening across the country," agrees Andrew Walker, the former MD of Pret.

Drawing on over 12 years of experience working at Pret, including four-and-a-half-years as UK managing director, during which time sales grew from £223m to £350m and EBITDA doubled to £58m), Andrew Walker will be divulging strategies on how retailers can maximise their sales during the 'magic two hour (lunch) window' in his opening day headline Keynote.

New product launches

According to key findings in its 2012 *Ones to Watch* report, foodservice consultancy Horizons says when it comes to food-to-go, high quality and wide variety are key growth drivers in the UK's £14.9 billion lunch market. lunch!'s eclectic menu of exhibitors will be offering plenty of both, say organisers.

Central Foods will be sampling new ready-made pancakes and crepes from **Crepe Cuisine**, individually wrapped free-

from cakes and slices from **Bells of Lazonby**, and authentic, hand-finished French canapés and petits fours from **Tipiak**.

Joe & Seph's latest range addition is their indulgent Mint Chocolate flavour, available in 32g snack packs and perfect for gourmet snacking.



Karimix, makers of hand-cooked relishes, chutneys, pastes and sauces from South-East Asia, will be launching a new range of pastes for soups and rice.

Artisan crisp maker, **Fairfields Farm Crisps**, will be exhibiting its brand new, locally-sourced vegetable crisps – available in Sweet Potato, Chilli & Lime and Parsnip varieties.

Muffins now make up 33% (*Allegra Project Café Report December 2012*) of all food bought in cafés, meaning that innovation in this category is vital in maintaining consumer interest. In response to this, **Delice de France** is proud to introduce the unique and delicious Salted Caramel Muffin to the market, showcasing at lunch! this month.

Victor Manufacturing will showcase the first British manufactured refrigerated display cabinet to be featured on the ECA Energy Technology List – the Optimax SQ.

PREVIEW

GO IN will launch its new 'All in One Table' – a sideways stackable, lightweight table (4.2kg) with a built-in tilting mechanism, integrated anti-theft protection, specially designed for outdoor catering situations.



Tri-Star Packaging is set to break new ground yet again at this year's show with the launch of an innovative range of eco-friendly food-to-go packaging and disposable tableware.

Chylled Catering Apps will demonstrate its bespoke branded online, mobile, iOS and Android ordering system, and back office reporting, voucher and loyalty scheme.

Award-winning **Raging Bull Meats** will be showcasing its recently launched MEAT IN A BAG campaign, which puts a fun twist on the already well-established cured meat snack, Biltong.

Biopac UK will showcase 100% compostable cups, cutlery and soup containers that are ideal for delis, cafés, and coffee shops looking for an eco-friendly alternative.

Sun Valley is launching an innovative range of four snacking 'POTS' into the coffee/sandwich shop arena, which will be presented for the first time in its finished format at lunch!

The latest **Nelson Advantage** dishwashers and glasswashers will be shown alongside a range of catering equipment from the popular Blue Seal range including Turbofan convection ovens.

Cafédirect will be sampling the newest addition to its single origin range from Costa Rica – 'Strictly High Grown' coffee, which is available in both 60g sachets and 227g packs.

Award winning pastry specialist **Pidy** will introduce its new range of spicy and exotic



canapé cups available in American Falafel, Asian Curry, Mexican Chilli and Southern Pepper flavours. Plus, a pre-baked frozen sweet sable range that allows ease of use and storage and results in a just baked fresh taste.

PANESCOFOOD.COM's innovative new range additions include pre-filled snacks, brioche bun, gluten and lactose free sliced bread blister packs, and Parisian Macarons.

LITTLE Big Shot will unveil new flavours (apple, kiwi and lime and orange and mango) to stand alongside its award-winning original mixed berry healthy energy drink, which contains exclusive Deep Ocean Minerals.

Roller Grill will showcase its new 'business in a box' (a self-financing crepe or waffle concept, which includes the equipment, accessories and mix).

GFT Retail will launch its new range Patak's and Blue Dragon snacking products. Including Patak's Jumbo Peanuts (50g) in Jalfrezi and Tikka Masala varieties, and Blue Dragon's Jumbo Peanuts and Cashews (50g), available in Sweet Chilli and Five Spice.

Hanpak will launch a revolutionary, fully bio-degradable and compostable, all-in-one disposable drinks cup, which replaces the existing cup and separate lid.

Unox UK will be promoting its latest range of Professional Combi and Bake Off Ovens. The Unox Chefs will be cooking live throughout this year's lunch!, demonstrating The Cafe Solutions Range.

Eltoni Pasta will showcase its latest food-to-go pasta upgrades (with new 10 second countdown timer), now capable of producing over 260 perfect pasta meals an hour!

Taylor's of Harrogate's out-of-home range includes Yorkshire Tea and – unique in the world of mainstream tea – a Hard Water blend. Mainstream tea is treated as

a one size fits all offering but those in hard water areas know all too well how it can impact on the quality of your tea.

Maynard House Orchards, the award-winning Suffolk apple juice producers, will be sampling their new juice – Maynard House Orange and Clementine, a smooth blended Valencian citrus juice (available in 200ml bottles).

Kandula Tea will launch two new pure herbal infusions.

Vanilla Chai Rooibos – an indulgent blend of Rooibos with hints of Ceylon Spices and soft creamy vanilla notes, and Chamomile Rose – a fragrant blend of rose infused chamomile tea, with whole chamomile flowers, rose petals and lavender buds.

Freshfayre Chilled Foodservice will showcase its new bakery range, which includes exclusive retro treats like giant custard cream and giant bourbon biscuits.

Soup can be a huge profit generator, especially if it's as tasty and heart-warming as **Love Soup from Redemption**, a comprehensive range of light and funky, hearty and chunky varieties that are handmade in small batches for consistent quality.

Divine will be introducing their newly repackaged range of six 40g bars, including brand new additions Caramel Milk Chocolate and 70% Dark with Ginger & Orange, and exhibiting alongside Cafédirect who will be also showcasing their new Costa Rica Single Origin coffee, as well as their best-selling Peruvian Machu Picchu and smooth Medium Roast blend.

"So many innovations, new trends and suppliers under one roof – lunch! is the essential date in my diary!" says Ketel Patal, procurement category manager at EAT, and just one of thousands of anticipated visitors looking forward to another helping of this vibrant show's much talked-of buzz.



lunch! will take place at the Business Design Centre in Islington, London, on 26-27 September. For further information and to register free in advance, visit www.lunchshow.co.uk (and quote priority code LUNCC6 where prompted).