

## REVIEW

# Buyers demonstrate their appetite for lunch!

The recent food-to-go show – lunch! (www.lunchshow.co.uk) - has reported a significant increase in attendance with some 5,929 food-to-go industry professionals visiting this very popular event.



26-27 September 2013  
Business Design Centre | London



## Sixth edition

Organised by Diversified Business Communications UK, the two-day show took place on 26 and 27 September 2013 at Business Design Centre, London, and enjoyed an unparalleled 37% increase in unique attendees (excluding revisits), compared to 4,314 in 2012.

Renowned for attracting top buyers from across the retailing, hospitality, snacking and catering sectors, the show's aisles were packed with a 'who's who' of the sector, including buyers from Waitrose, M&S, Asda, Tesco, EAT, Pret a Manger, Costa, Caffè Nero, Harrods, Debenhams, Superdrug, Gate Gourmet, Greggs, Network Rail, Thomson Airways, Brakes, Aramark, BaxterStorey, Hilton Worldwide, Compass, Sodexo, Selfridges, and Coffee Republic - plus thousands of independent retailers and foodservice operators.

The significant surge in visitor numbers has led many exhibiting companies to hail the 2013 show as its most successful ever. And, as a result, a record number of exhibitors have already rebooked for next year, say Diversified Business Communications UK (lunch! will be returning to the Business Design Centre in Islington, London, on 23 and 24 September 2014).

## Positive feedback

lunch!'s marketing manager, Grace Allwright, who has worked on the award-winning show since 2009, is delighted with the phenomenal feedback it has inspired.

"We talk about lunch!'s fantastic buzz and unique atmosphere every year but it really was incredible for 2013. Of course, lunch!'s 37% increase in attendees makes a

## The following companies received Innovation Challenge Awards at lunch! 2013.

### Gold

- iCho!  
– CHO The Drinking Gazpacho
- The Nuttall Flexeserve Zone  
– Alan Nuttall Ltd
- Mr. Sherick's Shakes
- Vivid Matcha Drinks
- Wholeleaf Retro Fit  
– The Wholeleaf Company
- WrapBag  
– ELLER FoodPackaging GmbH

### Highly Commended

- Little Big Shot  
– Health Energy Drink

### Finalist

- Heavenly Cacao – Creative Nature
- Fruity Cups – Pidy Ltd
- Joe & Seph's Peanut Butter Popcorn
- Staybowlizer  
– Loxfield Distribution Ltd
- mello  
– Mello Drinks
- Passionfruit Chiffon Pie  
– Glamour Puds Ltd
- Xue Bar  
– The Ying Yang Food Company
- Thor Drinks

A full show review can be found online at [www.lunchshow.co.uk](http://www.lunchshow.co.uk).

great headline but it was the high quality of focussed buyers there that really grabbed everyone's attention," said Grace Allwright.

"We are thrilled that so many exhibitors, and visitors, are calling lunch! 2013 their best trade show ever and we really couldn't ask for a better testimonial than that! We would like to thank all our valued exhibitors, visitors, supporters and partners who helped make lunch! 2013 such a great success."

As usual, the exhibition lived up to its reputation for offering some informative show content, and so it wasn't just the show floor that was buzzing at lunch! The show's highly anticipated Keynotes were all well attended, with many enjoying standing room only crowds.

## British Smoothie Championships

Notable highlights for 2013 included ShakeTastic winning the live finals of the British Smoothie Championships (sponsored by Magrini) for the third time – having triumphed in 2009 and 2010. Their winning smoothie – Pop Eye! (made with banana, baby spinach and freshly pressed apples), is now available to enjoy in all their stores.

"Winning this award for a third time gives us great satisfaction and is a great credit to our on-going dedication to meeting our customers' needs. It's a team effort and big thanks must go to my business partner Amir Darabi, who is responsible for our operations, and, of course, Cherry – for making the smoothie on the day with such flare and passion," said managing director, Josh Kettle, speaking on behalf of the ShakeTastic team.



**Innovation Challenge Awards**

Audience participation was also key to the prestigious, new-format Innovation Challenge Awards. For the first time ever this year, all products entered into the



Innovation Challenge Showcase – including food, drink, packaging, equipment and technology – had to win over the show's visitors before making it through to the live final.

Designed to promote and celebrate genuinely new ideas in the market place, including brand innovations and new twists on established concepts, the Innovation Challenge Awards attracted

over 50 entrants this year.

The 15 short-listed finalists (as voted for by lunch! visitors on the first day of the show) were invited to pitch their innovative ideas to a panel of industry judges (which included Faith MacArthur, founder of EAT, Simon Stenning, foodservice strategy director at Allegra Strategies, and Maria Bracken, editor of *Lunch Business* magazine).



**Contact:**  
[sales@dutchmaid.co.uk](mailto:sales@dutchmaid.co.uk)  
 Tel: 01298 77617  
 Fax: 01298 72039

FILTRATION  
 ↓  
 PARTIAL OR TOTAL SKIMMING  
 ↓  
 PASTEURISATION

The milk is filtered, skimmed, pasteurised...

CONCENTRATION

Milk is gently heated (70°C) under vacuum to be concentrated

DRYING

Small milk droplets are injected in a dry and hot air to evaporate the water it contains.

GRANULATION

The small particles of spray milk powder, difficult to solubilise, are sticked with stream then dried and sieved.

DISSOLVES COMPLETELY

This produces Régilait powdered milk granules that can be easily dissolved in hot or cold water.

NO CLOGGING

There is no clogging and even dosing makes it economical to use.

Finally, the powdered milk is delivered in airtight packaging.

suitable for professional requirements, ensuring an excellent shelf-life for the product.

Chocolatte  
 Viennese coffee  
 Cappuccino  
 White Coffee

Régilait, the best milk in drinks. For an ordinary coffee with a spot of milk or for a more luxurious drink with a creamy foam.