



■ Chris Brazier, event manager of lunch! answers our cafe culture quiz whilst gearing up for the lunch! trade show

# QUESTION TIME

Chris Brazier, event manager of lunch! enjoys Chamomile Tea, Hot Chocolate and Bloody Mary's, working at lunchtime and stealing his colleagues' brownies!

**Q. What's your favourite hot beverage?**

A. Either a simple Chamomile Tea or a Hot Chocolate with all the trimmings!

**Q. And cold?**

Weekdays – Still Water. Weekends – Bloody Mary.

**Q. What do you like to do at lunchtime?**

A. Work!

**Q. Do you have a favourite blend/single origin coffee?**

A. Any that exhibit at lunch!

**Q. What's your ideal sandwich?**

A. I love coming up with ideas for sandwiches at home. Tuna, avocado, tomatoes and buffalo mozzarella is a favourite.

**Q. What's your favourite snacking treat?**

A. My guilty snacking treat is stealing my colleagues brownies and cakes at work or eating far too much of the wonderful Hunting, Shooting, Fishing Cake that my Mother makes.

**Q. What's your favourite cafe/coffee shop and why?**

A. I was obsessed with one called 'Home' right next to my house in Brighton until it changed hands. 'Fresh' on Gardener Street was great, but sadly closed down. Brighton is blessed with so many good cafes and coffee shops, but I'll say Coffee @ 33 on Trafalgar Street for the amazing food as much as anything.

**Q. What are you: cheese & pickle on white; goats cheese & roasted veg focaccia; or raspberry & white choc chip muffin?**

A. I'm all three at certain times. Cheese and Pickle on White if pushed...The Cheese, pickle, white bread and butter must be good quality though!

**Q. Do you go for an ethical beverage if given the choice?**

A. Absolutely. Ethical is the way forward.

**Q. Where will you be hanging out this weekend?**

A. This weekend, I'll be in Turku, Finland with my whole family meeting my new nephew.

**Q. Which celebrity, living or dead, would you like to chat to over a cappuccino?**

A. It may sound weird, but probably the American realist painter Edward Hopper. I've been obsessed with his work since my teens and he painted a lot of cafe scenes...Or Beyonce.

**Q. Please give us an interesting fact about a beverage of your choice**

A. The first chocolate beverage is believed to have been created by the Mayans around 2,000 years ago and a cocoa beverage was an essential part of Aztec culture by 1400 AD

**ESSENTIAL PROFILE**

Chris Brazier is the event manager for lunch!, the UK's only dedicated trade show for the quality lunchtime food-to-go market. Returning for its fourth edition on September 29-30 at Old Billingsgate, London, the show won Best Trade Show Exhibition – under 2,000m2 for its second consecutive year at the Association of Event Organisers' Excellence Awards in June, which are widely regarded as the Oscars for the live events and exhibition industry.

With a 50% increase in exhibition space taking the show up onto the venue's upper level for the first time, lunch! 2011 will boast over 190 quality exhibitors, representing companies from right across the entire out-of-home food and drink spectrum.

Chris is based in Brighton at the UK offices of Diversified Business Communications, an award-winning international event organiser.