

Food & Drink

I N T E R N A T I O N A L

SEPTEMBER 2013

www.fdiforum.net

£3.50 STERLING



Jam packed



ON THE SHELF



CONTROL & AUTOMATION



SLICING, DICING & CUTTING



Full of innovation

lunch! returns to the Business Design Centre, London from 26th to 27th September and remains the go-to show for convenience and food on the go business.

Launched in 2008, the multi-award-winning two-day trade event is poised to connect more than 4,500 out of home food and drink buyers with 270 companies showcasing new products, packaging, equipment and technology.

lunch!'s focus on innovation – highlighted by feature areas like the lunch! Innovation Zone and Innovation Challenge Showcase – has made it a popular choice with buying teams from across the retailing, hospitality, snacking and catering sectors looking to discover new trends and suppliers for their stores and eateries.

“I think lunch! is the premier place for food retailers to get an insight into all the food innovation that is happening across the country. It also gives small businesses a chance to show their wares to a captive market,” says retail consultant Andrew Walker, who will be making his exhibiting debut in this year's Innovation Zone.

“As MD of Pret, I was a frequent visitor with

the food and buying teams to keep abreast of developments and to spark creative thinking and as an independent manufacturer of innovative food solutions this could not be a better showcase for our products.”

Designed to promote new products from smaller suppliers and emerging start ups, in the three years since its launch, the Innovation Zone has helped countless brands reach a national audience. For 2013, it's the turn of 37 more.

Of course, there's plenty of innovation to be found across the three floors, with new product launches being showcased alongside existing products and services.

Full of innovation and energy, exciting, essential and enjoyable – that's the reaction from last year's successful fifth anniversary edition, which attracted record attendance of 4,403 across two action-packed days.

To find out more, log on to www.lunchshow.co.uk

Rational

A Rational combi steamer is the ideal lunch business cooking solution: not only can it prepare a huge range of foods, from bread to pan-fried fish, pie, roast meat and pizza, it also cooks them each perfectly, at the touch of a button. Visitors will be able to see how at lunch!, where the latest SelfCookingCenter® whiteefficiency® is on show.

Visitors will also be able to book a Rational CookingLive seminar and find out about the chance to win an £8,000 combi steamer in a free prize draw.

The draw is to celebrate Rational's 40th anniversary. All those attending a CookingLive seminar before 30th November 30th 2013 are eligible to enter. The seminars last about two hours and give caterers the opportunity to get hands-on experience of the latest combi steamer technology. They happen regularly at over 90 sites around the UK.

Tel: 0800 389 2944 www.rational-UK.com www.myrational.co.uk

Stand M115



Williams Refrigeration

Williams Refrigeration will be showcasing its complete solution for 'Grab & Go' refrigeration applications at lunch!



The Williams range includes front of house display refrigeration, as well as undercounter refrigeration for back of house storage. The 'Grab & Go' range combines aesthetics with functionality, maximising the display area and appeal, whilst delivering high performance chilled and freezer storage.

Williams' Gem Multidecks feature energy-saving LED strip lighting as standard, which enhances display and improves the visibility of merchandise. The Gem Sandwich Chiller, meanwhile, is sold as the most sustainable open access refrigeration unit on the market. Gem Pastry Chillers are perfect for front of house display and serve-assist operations, with a closed glass front and rear loading doors giving staff easy access for restocking and serving.

Williams will also be displaying part of its Amber range, including its compact undercounter unit with high performance front-vented refrigeration system, and CoolSmart controller, for reduced energy consumption.

www.williams-refrigeration.co.uk

Stand M307