

# Lunch

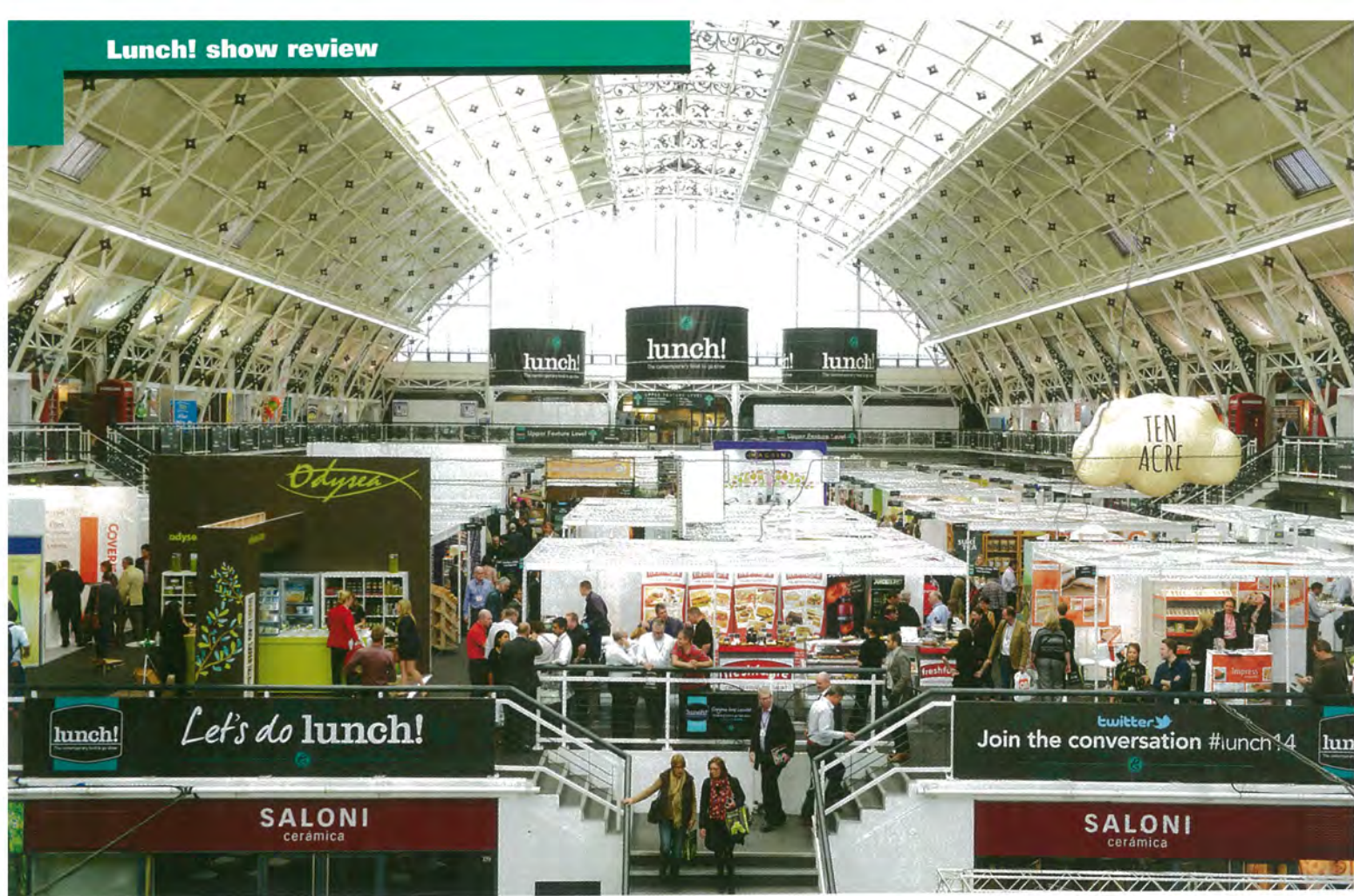
## BUSINESS

FOR THE GRAB & GO BUSINESS PROFESSIONAL



**Lunch** BUSINESS  
**GRAB & GO**  
AWARDS 2014

Lunchtime champions



# lunch time is up!

This year's **lunch! show welcomed a staggering 6,215 attendees** through its doors at the Business Design Centre in Islington. We unveil the highlights

**N**ow in its seventh year, the show featured almost 300 exhibiting companies and enjoyed a 5% increase in total unique attendees (excluding revisits); compared to 5,924 in 2013. That's a 44% increase since 2012.

Big industry names such as Caffè Nero and EAT attended the two day event.

"What a fantastic show! Yet again lunch! delivered innovation and exciting products for our market," says Andrew Rose, head of purchasing at Caffè Nero.

"lunch! 2014 was a terrific event, not only a great opportunity to catch up with current suppliers but meet some really exciting new suppliers, bringing great innovation to the industry," adds Victoria Doherty, category procurement manager at EAT.

"lunch! was a really worthwhile day

out of the office," agrees Paul Morgan, buyer – sandwiches, sushi and salad at Sainsbury's. "It was a great chance to discover new products, as well as suppliers. The 'working lunch' seminars are always interesting and it's great to hear what else is happening in the market."

Cafés, coffee houses, sandwich shops, and tea rooms were by far the show's biggest audience (25%), followed by contract caterers, distributors and wholesalers, and supermarket/multiple at 16%, 13% and 10% respectively. Travel catering, specialist food stores and delis, and venues and attractions made up a combined 19%.

"We are delighted that our seventh year of lunch! was our best show yet, with a record number of visitors and exhibitors

for 2014," says Chris Brazier, group event manager for lunch!. "It really does cap a brilliant year for lunch!, after winning Best Trade Show at the Exhibition News Awards. Thanks must go to all our visitors, exhibitors, media and association partners for helping us put on the best lunch! we've ever had."

Looking ahead to 2015, lunch!'s organiser Diversified Communications UK has already announced a 25% increase in stands to accommodate growing demand from food, drink, packaging, technology, and equipment suppliers.

"Rebooking for lunch! 2015 has smashed all previous records," says Brazier. "Given the waiting list ready to book their stands, and even with the addition of a new hall, lunch! 2015 looks set to sell out in record time." ■

## British Smoothie Championships 2014

This year's champion – Indie Wilson-Fish from Juicafe in Lancaster – won over the judges with her Lucuma Matata creation; beating off stiff competition from runners up Celeste Zaccaria from ShakeTastic and Imma Porcaro from Crussh.

"We are really excited to have won the British Smoothie Championships 2014, having been in the top three most years," comments Indie Wilson-Fish. "It is fantastic for our team to have the recognition for all the hard work that they put in throughout the year, designing and delivering fresh new smoothies. For eight years our customers have experienced our commitment to quality and innovation, and seen our passion for delicious smoothies. We take pride in winning this title, as it will cement our position as innovators and leaders within the food and drink industry."



## Innovation Challenge Awards

The Innovation Challenge Awards saw short-listed finalists (as voted for by lunch! visitors on the first day of the show) pitching their innovative ideas to a panel of industry judges, which included industry entrepreneur Jesper Toft; co-founder of Pod, Alastair Eperon; and Clare Benfield, Editor of Caffé Culture Magazine.

The following companies received Innovation Challenge Awards:

### Gold

**Wribbon:** ELLER foodPackaging GmbH

**Jools:** Jools

**mini NOM NOMs:** mini NOM NOMs

**Oppo Ice Cream:** Oppo Ice Cream

**Tri-Label Online:** Tri-Label

**Whitworths Shots:** Whitworths – Healthier Snacking

### Commended

**EssentialFood:** G&G Food Supplies

**Apple and Cinnamon Love Fruit Tea:** Love Taste Co

**Metcalfe's skinny Selfie Range:** Metcalfe's skinny

**Phat Soup Server:** Phat Pasty Co

**Tri-Pot Deli Pots:** Tri-Star Packaging

### Finalists

**Vita Aloe:** Asiana Ltd

**Butterfly Cup:** Butterfly Cup

**Fru Snax:** Premium Snack Company

**Simplee Aloe Drinks:** Simplee Aloe Drinks

**lunch! will return to Business Design Centre in Islington, London, on Thursday and Friday, 24-25 September 2015. For further information, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk).**

**Lunch Business is going digital next month...**



**Stand by to download our app!**