

# OOH

NOVEMBER 2014

OUT OF HOME MAGAZINE

**BAKE IT  
BIG!**

Great British  
Bake Off's  
Glenn Cosby

# TOP NOTCH!

Get creative with toppings  
and decorations!

## Inside:

### SANTA MARIA ROUNDTABLE

We bring you the inside line  
on the out of home industry

### THE 'CAFÉ' CONCEPT

MD Lisa Brook on the  
launch of Café Philpotts

THE LARGEST CIRCULATED MAGAZINE TO THE BAKERY, COFFEE AND SANDWICH INDUSTRY

## lunch! reports record turnout

The recently held lunch! show welcomed a record 6,215 attendees through its doors over its two days. Now in its seventh year, the sold out 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.

Cafés, coffee houses, sandwich shops, and tearooms 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," said Chris Brazier, group event manager for lunch!. "It really does cap a brilliant year, after winning Best Trade Show at the Exhibition News Awards. Thanks must go to all of our visitors, exhibitors, and 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. The expansion



will take the exhibitor total to 350 companies for the first time.

"Rebooking for lunch! 2015 has smashed all previous records," added 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."



## Tickford Abbey bags Best Ever Tea Party award

A 60s-themed afternoon tea party organised by Tickford Abbey care home in Newport Pagnell, Buckinghamshire, was recently lauded as being the 'Best Ever'. The Best Ever Tea Party award was launched this year by the National Activity Providers Association (NAPA) and supported by Unilever Food Solutions (UFS). It encouraged care homes to involve residents in organising the tea parties and to open their doors to the local community.

Tickford Abbey pulled out all the stops, decorating the main house with bright colours and 60s slogans, and playing music from the decade. Staff, residents and family members all joined in the fun by wearing fancy dress. The residents were involved from the early stages of planning to the execution.

Amie Leveridge, activity coordinator for Tickford Abbey, said: "We were thrilled to receive the award. Everyone involved in our event put a huge effort into making sure it was a success and the residents really enjoyed themselves."

## Chop'd launches autumn menu

Chop'd has launched a new menu for autumn and winter. Full of seasonal ingredients and flavours suited to the cooler months, the menu is available from all of its nine London-based stores.

New salads include smoked mackerel superfood, a nutrient-packed dish with smoked fish plus broccoli, edamame beans and supergrain; while warming new dishes include Malaysian chicken satay soup; a cauliflower cheese and bacon stew made with cavolo nero and proper cheese sauce; and a pulled pork, English apple and mash stew with red onion confit.

