

lunch! 2011 reports record-breaking show

Organiser Diversified Business Communications UK has reported a record 40% increase in attendance for the fourth edition of its lunch! food-to-go trade show, which took place on 29th to 30th September. Over 4,310 industry professionals from the UK's £11.3bn out of home food and drinks sector packed the aisles at London's Old Billingsgate to do business with 200 of the industry's manufacturers and suppliers.

The record-breaking attendance was complemented by a 76% rise in international visitors, plus a 40% rise in exhibitor numbers compared to 2010, while on-site exhibitor re-bookings were equally impressive, at around 70%.

Chris Brazier, event manager of lunch!, said: "We have just had our best lunch! ever; within the first two hours of opening on Thursday, we had over 1,000 visitors through the doors. The aisles were packed with a who's who of the food industry doing genuine business with delighted exhibitors, who were showcasing the best in quality and innovation that this industry has to offer.

"With a record 40% increase in visitor attendance and a record 70% of exhibitors already rebooked for our 2012 show, lunch! couldn't be in a better position as we move to our new home of the Business Design Centre. I would like to say a huge thank you to all of our visitors, exhibitors, associations, media partners and the team at lunch! for their continuing support."

Renowned for its exceptional show content, it wasn't just the show floor that was buzzing at lunch!. The show's Keynotes and panel discussions were all well attended, with many enjoying standing room only crowds. Indeed, audience participation was key to two of the show's biggest draws – the prestigious British Smoothie Championships and the new-format Innovation Challenge Live!

Now in its third year, the live British Smoothie Championships 2011, sponsored by Magrini, was won by Silvie Parcot from Cruss, with her 'Pomegranate Passion Pleasure' smoothie, which was made by combining pomegranate, banana, mango, pineapple, pineapple juice, passion fruit and yogurt. She took away the prize of a Vitamix Quiet One Blender worth over £1000 for her troubles.

lunch!'s Innovation Challenge Live!, meanwhile, took advantage of its slight change of format this year to ensure visiting buyers got more of a taste of the action. Designed to promote and celebrate genuinely new ideas in the marketplace, including brand new innovations and new twists on established concepts, the Innovation Challenge attracted



over 60 entrants. The 15 short-listed finalists were invited to pitch their innovative ideas to a panel of industry judges and the attending audience (please see box for the list of Gold Award winners).

The show's first-time exhibitors also expressed their satisfaction, with Pidy UK general manager, Robert Whittle, saying: "lunch! was a great arena for us to launch our second major wave of 14 lines into the market. Coupled with our Innovation Challenge Gold Award for our recently launched flagship product Meringue Crumble, we were even more pleased with the interest it generated."

lunch! will take place in the new venue of the Business Design Centre, Islington, London, in September 2012. For further information, go to www.lunchshow.co.uk.

The Innovation Challenge Live! Gold Award recipients:

- **Kokoa Collection Hot Chocolate** – Kokoa Collection
- **Flat Table Bases** – FLAT
- **CRC – Heat Recovery System**
– Dawson Foodservice Equipment
- **Gourmet & Hot Wraps Using 'More' Seasonings**
– Discovery Foods
- **New Toasty Auto Grill** – Toasty Products
- **PortaTray** – Tri-Star Packaging
- **Toblerone Pastry** – Delice de France
- **Meringue Crumble** – Pidy UK Limited
- **Peppersmith Fresh Mints** – Peppersmith

65% of business owners "would take the law into their own hands"

A new report, which was commissioned two weeks prior to the recent UK riots, has found that 65% of the 1,000 business owners queried said they would actually consider taking the law into their own hands to protect their company.

Interestingly, 47% of the business owners questioned said they were either confident or very confident in the police to do their jobs, even after the government cutbacks. However, 26% did think their businesses were at more risk of crime due to them.

Paul Evison, marketing manager for CCTV and surveillance vendor Storage Options, who undertook the survey, said: "This research was commissioned in the first week of August, before the terrible events we saw spreading across the country, and I think it shows how small business owners were feeling about their overall security. Although most people said they would consider protecting

their companies, many felt that the police were still doing a great job.

"I think it would be interesting to see how this research would compare with research performed today. We have seen CCTV sales grow rapidly over the last couple of years and this research found that 67% of companies already have some kind of CCTV system in their business as a deterrent, it certainly shows we are a security conscious nation."

The research also revealed that 33% of business owners felt their businesses would be more secure with a private security guard, but then one in 10 admitted they didn't trust security guards. Evison added: "It seems that as a nation we want to feel properly protected, but don't trust others to do it for us. I imagine most businesses across the country have now reviewed their own security carefully to ensure they aren't at risk."