

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

SEPTEMBER 2013

OOH

OUT OF HOME MAGAZINE

THE PIG ISSUE

How Beres Pork Shops
keeps hogging
the limelight

Breakfast of champions

Why it's the
most important
meal of the day!



IN THE MIX!

Why sweet
mixes mean
sweet profits!



DESERT
ISLAND
DISHES

With celebrated
chocolatier
Paul A Young

INGREDIENTS

EQUIPMENT

BEVERAGES

PACKAGING AND
DISPOSABLES

FOOD



ESSENTIAL INFO

What? lunch!

When? 26th and 27th September

Where? The Business Design Centre in Islington, London

Further info: www.lunchshow.co.uk

lunch!

The UK's leading food-to-go trade show will return to London at the end of the month

lunch!, which is Europe's premier trade event for the food-to-go market, is, at the time of writing, a mere 12 stands away from selling out of all of its available exhibition space at the three-floor Business Design Centre in Islington, London. With the Innovation Zone now full, and all the stands across the ground and middle level having also been booked up, visitors to lunch! 2013 will benefit from the show's biggest choice of exhibitors ever.

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 an unprecedented 270 companies showcasing a wealth of new products, packaging, equipment and technologies. lunch!'s pivotal focus on innovation – highlighted by popular visitor

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 who are looking to discover new trends and suppliers for their stores and eateries. Indeed, visitor pre-registration is now over 25% ahead of the same time last year.

"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," says retail consultant (and former managing director of Pret A Manger) Andrew Walker, who will be making his exhibiting debut with handmade pudding specialist Pots & Co in this year's Innovation Zone. "It also gives small businesses a chance to show their wares to a captive market.

"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."

"Visitor pre-registration is now over 25% ahead of the same time last year"

According to key findings in its 2012 Ones to Watch report, foodservice consultancy Horizons says that when it comes to food-to-go, high quality and wide variety are key growth drivers in the UK's £14.9bn lunch market. And lunch!'s eclectic menu of Innovation Zone exhibitors certainly offers plenty of both.

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.

First time Innovation Zone participants will include Pots & Co; Just Crackers; Charlie Mackenzie Inc; The Gourmet Hotdog Company; ELLER (food packaging) GmbH; Paul's Pies; Clearly Scrumptious; Popcorn Kitchen; Hanleys Confectionery; Lick; The Kake Princess; Zerodo srl; Flower of Life (Equinox Kombucha); Zelected Foods; Pid Labelling; Tea Nation; Super!Natural Energy Drink; Mackenzie – Wright; Timmy's Pies; Bev's Cookie Desserts; Little Big Shot Energy; The Foods of Athenry; Chylled

Consultancy; The Kandula Tea Company; 3Hats Fine Food; The Olive Oil Products Company; Thor Drinks; Glamour Puds; and Wise Owl Snack Company, with its new, 100% natural, baked multigrain snacks called Hoots.

Meanwhile, Bradley's Juice, Raynor Foods, Dr.Oats, Tea Nation, Serious Pig, and Maynard House Orchards will be hoping for a repeat of last year's packed aisles as they head back (and up) to the newly-positioned Innovation Zone, which is now located in the upper feature level with the Innovation Challenge Showcase and Working Lunch! Theatre (sponsored by Magrini) for 2013.

Of course, there will be plenty of innovation to be found across the three floors. New product launches being showcased at the show will include Spoonfed's cloud-based catering management software application; 100% compostable catering disposables from eco-friendly packaging developer Biopac; Warburtons Escapes - a new-look, revamped crispy pitta bites range; (the world's first) Chickpea Crispbread from

"Exhibiting at lunch! is a great way to promote existing products and introduce new products in to the trade"

Easy Bean; Caramel Milk Chocolate and 70% Dark with Ginger & Orange 40g bars from Divine Chocolate; Costa Rica Single Origin Coffee from Cafédirect; a unique range of milk alternatives (brown rice, oat and almond) from Rude Health; the Banana Breakfast Shake from Be Fast; five organic, gluten-free soups (including Pea & Mint, Farmhouse Chicken with Lemon and Thyme, and Spicy Butternut Squash) from Tideford Organics; luxurious liege waffles from wholesaler Projuice; Optimax SQ - the first British-manufactured refrigerated display cabinet to be featured on the ECA Energy Technology List from Victor Manufacturing; and the 'All in One Table' from GO IN - a sideways stackable, lightweight table, with a built-in tilting mechanism, integrated anti-theft protection and height-adjustable floor protectors, specially designed for outdoor catering situations.

"We have exhibited at lunch! many times over the years and always find it to be a fantastic platform for launching new products, meeting key people in the trade and gaining new channels of supply,"

says Robert Strathern, potato farmer and founder of Fairfield's Farm Crisps, who'll be treating lunch!'s visitors to the first taste of its new Sweet Potato, Chilli & Lime and Parsnip vegetable crisps at the show.

"Exhibiting at lunch! is a great way to promote existing products and introduce new products in to the trade - it's a really quick way to get your products out there," agrees Kendra Jones, marketing co-ordinator for 9bar at Wholebake.

"Sampling the products at lunch! allows retailers to quickly decide if the products are right for them and it's an opportunity for us, as exhibitors, to really demonstrate our passion and enthusiasm for our brand and its products."

Full of innovation and energy, exciting, essential and enjoyable - that's the reaction from last year's successful fifth anniversary edition, which attracted a record attendance of 4,403 across two action-packed days. lunch! 2013 certainly promises to dish up more of the same when it makes a triumphant return to the capital at the end of the month.

GREAT NEW TASTES FROM

OUR MARVELLOUS MIXES COME IN 4 GREAT COMBINATIONS



**POTS OF TASTE
POTS OF QUALITY
POTS OF PROFIT!**

lunch!
The contemporary food to go show
26-27 September 2013
Business Design Centre | London

Be the first to sample the range by visiting us on stand A105 at the Lunch Show on 26th/27th September



12 POTS PER CASE

Contact our sales team on 0800 917 8181
Sun Valley Limited, Georgia Avenue, Bromborough, Merseyside CH62 3RD

www.sun-valley.co.uk

