

SECTOR	FOOD-TO-GO	CASUAL DINING	FINE DINING
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<p>Exhibitors will meet</p>	<ul style="list-style-type: none"> • Multiple & Independent Cafés • Multiple & Independent Sandwich Shops • Multiple & Independent Coffee Shops • Supermarkets & Instores • Contract Caterers • Distribution & Wholesale • Travel Catering • Attractions/Education Catering 	<ul style="list-style-type: none"> • Branded Restaurant Groups • Branded Pub Groups • Multiple Restaurant & Pub Groups • Independent Restaurants & Pubs • Hotel Restaurants & Bars • Contract Caterers 	<ul style="list-style-type: none"> • “Posh” restaurants • Chef/Restaurateur • Often Michelin starred
<p>Examples of key visitor/buying brands</p>	<ul style="list-style-type: none"> • Pret a Manger • Subway • M&S • Waitrose • Caffé Nero • Starbucks • Virgin Trains • Compass • Sodexo • LSG Skychefs • Merlin Entertainments • LEON • Costa • Easyjet • EAT • Tossed • Tesco • Itsu • Bartlett Mitchell • Elior • Benugo • CrussH • Shake Shack • Five Guys 	<ul style="list-style-type: none"> • Jamie’s Italian • Mitchells & Butlers • Pizza Express • Carluccios • Côte • Nandos • Drake & Morgan • Whitbread • Loungers • JD Wetherspoon • Hilton • TGI Fridays • Pizza Hut • Las Iguanas • Yo! Sushi! • Fullers • Living Ventures • Oakman Inns • Wahaca • Cabana • Geronimo Inns • Pho • Greene King • Punch Taverns 	<ul style="list-style-type: none"> • The Ledbury • La Gavroche • The Fat Duck • Mr Underhills • Le Manoir aux Quat’Saisons • Restaurant Gordon Ramsey • Alain Ducasse at the Dorchester
<p>Sector Signifiers</p>	<ul style="list-style-type: none"> • Majority of customers take away • Order is placed and paid for at the same time • Order received at point of sale • Eating from packaging • Eat at desk • Eat in park • Eat on the go 	<ul style="list-style-type: none"> • Majority of customers eat in restaurant/bar • Ordered at table or bar • Order paid by final bill (or at time of order) • Order delivered to your table • Sitting down at a table • Proper crockery and cutlery • Usual/Casual Dress (no tie) • Everyday but quality eating experience ie. non occasional 	<ul style="list-style-type: none"> • Eat in • Formal dress • Formal service • Special occasion • Pay at table • Substantial bill
<p>Spend per head</p>	<p><£10</p>	<p>£10 – £25</p>	<p>£25></p>

<p>Trade Show</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><small>Winner of Best Trade Show 2014</small></p> </div> <div style="text-align: center;">  <p>21-22 September 2016 Business Design Centre London</p> </div> </div> <p style="text-align: center;">Call Nicole Cowles on 01273 645137 Email ncowles@divcom.co.uk</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><small>Winner of Best UK Trade Show under 2000m² 2014</small></p> </div> <div style="text-align: center;">  <p>22-23 FEBRUARY 2017 THE BDC LONDON</p> </div> </div> <p style="text-align: center;">Call Eva Ellis on 01273 645167 Email eellis@divcom.co.uk</p>	
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