

lunch! review

lunch! 2011 attracts record visitors!

London's Old Billingsgate was buzzing with activity in September as 4310 industry professionals from the UK's £11.3bn out of home food and drinks sector flocked to do business with 200 of the industry's most innovative manufacturers and suppliers



Hailed a "fantastic" success by exhibitors and visitors, the show reported a record 40% increase in attendance for its fourth edition, complemented by a 76% rise in international visitors, plus a 40% rise in exhibitor numbers compared to 2010. In addition, over 75% of surveyed visitors indicated that they already plan to visit next year. The show's on-site exhibitor rebookings were equally impressive, with around 70% of exhibitors demonstrating their continued support for the growth of lunch! by reserving stand space for lunch! 2012, which is set to be held at the new venue of the Business Design Centre, Islington, London, on 20-21 September.

"We have just had our best lunch! ever," commented a delighted Chris Brazier, Event Manager of lunch!. "Within the first two hours of opening on the Thursday, we had over 1000 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."

Exhibitor Mark Stack, Chief Executive of Yum Yum Food Bros Company, was equally upbeat: *"We have done over 15 shows in the last year and lunch! has been, by far, the most successful for quality of leads and results."*

Renowned for its exceptional show content, lunch!'s highly anticipated business seminars (developed in

close consultation with the British Sandwich Association) saw many of its topic-led Keynotes and BSA Training sessions enjoying standing room only crowds. Indeed, audience participation was also 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 delicious 'Pomegranate Passion Pleasure' smoothie. After knocking out defending champion (and pre-event favourite) Vimal DePala from Shaketastic in the first heat, Parcot went on to beat Oliver Wilson-Fish, co-owner of Lancaster-based Juicafe, and Daniel Gentely, owner of Elephant Juice Bar in EC1, to win the title of nation's best.

"We've always been told that we do the best smoothies by our customers and it's really nice to be publicly recognised now as well," says Silvie Parcot, the new British Smoothie Champion.

lunch!'s Innovation Challenge Live! 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 market place, the Innovation Challenge attracted over 60 entrants, with 15 short-listed finalists invited to pitch their innovative ideas to a panel

of industry and the attending audience. Innovation Challenge Live! Gold Award recipients included Kokoa Collection; FLAT; Dawson Foodservice Equipment; Discovery Foods; Toasty Products; Tri-Star Packaging; Delice de France; Pidy UK; and Peppersmith; whilst The Food Doctor received a Commended Award.

For further information, and to view the results of the show's first industry confidence survey, please visit www.lunchshow.co.uk.



QuickBite is published 12 times per year and provides unique access to owners of Fast Food outlets

OUR NEXT ISSUE IS DECEMBER 2011

To discuss what QuickBite magazine could do for you, please contact:

Ian James

sales@quickbitemagazine.co.uk

Tel 0207 183 1815

