



29-30 September 2011
Old Billingsgate | London

lunch! show to defend its Best UK Trade Show Award!

UK's only dedicated food to go show nominated for a second year running in AEO Excellence Awards

For the second consecutive year, Diversified UK's lunch! food to go trade show has been nominated for "Best Trade Show Exhibition – under 2,000m2" by the Association of Event Organisers (AEO) in its annual Excellence Awards.

The exhibition industry's equivalent to the Oscars, last year lunch! scooped the 2010 Best UK Trade Show Award after fending off rivals E-Health Media, UBM Live, William Reed Business Media, and Reed Exhibitions for the title. For 2011 the category remains as competitive as ever, with lunch! and the thrice-nominated complementary healthcare show camexpo, which are both organised by Brighton-based Diversified UK, both in the running.

Chris Brazier, event manager of lunch!, was delighted that the show had been re-nominated. He said: "To be shortlisted again after winning this important accolade last year is a testament to the ongoing success of lunch!. This would not be possible without the hard work of the team at Diversified but also significant industry support, innovative exhibitors and outstanding buyers. We share this honour with them."

Now in its fourth year, lunch! returns to Old Billingsgate, London, on 29-30 September 2011. The event has grown from strength to strength since its inception in 2007, with overall attendance up 24% in 2010 to 3115. Today's announcement follows news last week that growing demand prompted visitor registration to open a full month earlier than in previous years. A claim backed by reports from the show's organiser that in the first 24 hours of online booking going live, over 500 quality buyers pre-registered at www.lunchshow.co.uk. The following is a sample of companies from right across the entire food-on-the-move sector who are already planning to attend:

- The Co-operative
- Compass Group
- Sainsbury's
- BaxterStorey
- House of Commons
- Pret A Manger
- McDonalds
- Rail Gourmet
- Little Chef
- Harvey Nichols
- London Zoo
- Debenhams
- Saga Cruises
- Avenance
- Greggs

The AEO Excellence Awards are the highlight event of the year for the UK's exhibition industry, with the winners of all 21 awards, including "Best Trade Show Exhibition – under 2,000m2", to be announced at a dedicated awards ceremony on 1 July at ExCeL London.

lunch! is free to attend for pre-registered trade visitors. For further information and to register, please visit www.lunchshow.co.uk.

###

Media enquiries to:
Emma-Louise Jones, PR Executive

t: 44 (0)1273 645134

e: ejones@divcom.co.uk

lunch! exhibitor enquiries to:
Chris Brazier, Sales Manager

t: 44 (0)1273 645123

e: cbrazier@divcom.co.uk

NOTES:

lunch! won Best UK Trade Exhibition (Under 2,000msq) at the Association of Event Organisers (AEO) 2010 Excellence Awards.

lunch! is the UK's only dedicated trade show for the £5 billion quality lunchtime food-to-go market. Developed in consultation with leading industry suppliers and retailers, lunch! provides owners and managers of quality sandwich bars, juice bars, cafes, coffee bars and contract caterers, to source new products, find out about all the latest food-to-go market trends and network with 1000's of industry professionals all in one dedicated arena.

Website - <http://www.lunchshow.co.uk>

LinkedIn - <http://www.linkedin.com/groups?gid=3143327&mostPopular=&trk=tyah>

Twitter - <http://twitter.com/#!/lunchexhibition>

Facebook - <http://www.facebook.com/pages/lunch/106355532742317>

VISITOR INFORMATION:

Admission: Free to pre-registered trade visitors, £20 on-the-door

Location: Old Billingsgate, London EC3R 6DX

Opening days: Thursday 29 & Friday 30 September 2011

Members of the media can reserve press passes to lunch! by contacting Emma-Louise Jones at ejones@divcom.co.uk.

Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to lunch!, Diversified UK also organises Natural & Organic Products Europe, camexpo, the Independent Health Store Conference, office, and the Service Desk & IT Support Show. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.*

Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.