



lunch! show wins Best UK Trade Show Award for second year running!

Diversified UK's lunch! food to go trade show has won "Best Trade Show Exhibition – under 2,000m²" for the second consecutive year at the Association of Event Organisers' annual Excellence Awards, which are widely regarded as the 'Oscars' for the live events and exhibition industry.

lunch! scooped the prestigious award ahead of rivals E-Health Media and Ocean Media at the AEO's annual awards ceremony, which was attended by more than 1,200 industry professionals on Friday 1 July, at ExCeL London. One of the few companies this year to receive multiple nominations, Brighton-based Diversified Business Communications UK also received a 'Highly Commended' in this same category from the judges for its complementary healthcare show camexpo.

Carsten Holm, Diversified UK's managing director, is delighted that the company has been honoured as a leader within its field: "We always felt we had hit on something special with lunch! and it's fantastic, if a little humbling, to see it being recognised by the rest of the exhibition industry for two years running – even in our wildest dreams, we never expected that!"

The Association of Event Organisers (AEO) Excellence Awards celebrates achievements by organisers, venues, suppliers and contractors throughout the exhibition and event industry. The judges were impressed by lunch!'s distinctive style, commenting: "The winning show has really attacked a very difficult marketplace and established itself as a leading niche show. We especially liked the unique and personal approach to their market."

"It is such a wonderful achievement for lunch! to win this prestigious award not just once but two years in a row! It really reflects how lunch! has gone from strength to strength over the last few years and what an important show it has become for the entire out-of-home food and drink industry. We would like to thank the exhibitors, visitors, and partners of lunch! for making it so special. We share this honour with them," says Grace Pinder, lunch!'s marketing manager.

Now in its fourth year, lunch! returns to Old Billingsgate, London, on 29-30 September 2011. With a 50% increase in exhibition space taking the show up onto the venue's upper level for the first time, lunch! 2011 will boast over 190 quality exhibitors, representing companies from right across the entire out-of-home food and drink spectrum. lunch! is free to attend for pre-registered trade visitors. For further information and to register, please visit www.lunchshow.co.uk.

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NOTES:

In July 2011, lunch! won Best UK Trade Show Exhibition (Under 2,000m2) at the Association of Event Organisers (AEO) Excellence Awards for the second year running.

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.