



29-30 September 2011
Old Billingsgate | London

lunch! Innovation Zone now sold out!

With just under two months still to go, first time exhibitors have now snapped up all available stand space within the Innovation Zone at lunch! The UK's only dedicated food-to-go trade show, lunch! returns to Old Billingsgate, London, on 29-30 September with over 190 exhibitors.

Specifically designed to promote new products from smaller suppliers and emerging start ups, the Innovation Zone at lunch! 2011 will introduce 24 exciting new producers to the show's influential buying audience. Companies exhibiting within the Innovation Zone benefit from a unique route to market and an instant increase in profile.

Damian Dixon, Marks & Spencer's category manager for eating out of home, has attended the show since its launch in 2007 and is a big fan of the show's diverse range of cutting-edge exhibitors. "lunch! is the perfect event to catch up with old colleagues and meet new start ups," says Dixon. "Innovative solutions are the lifeblood of the food on the move market and this show certainly has plenty of them."

Innovation Zone participants for 2011, include The Consett Popcorn Company, with its range of four gourmet-flavoured popcorns; Crazy Baker, part of bespoke event catering company Model Catering; Big Yum, creator of chocolate covered pretzels Chocolate Swerves; Hada Del Café, importers of Nicaraguan cloud-forest shade-grown ethical coffee; Suffolk apple juice producers Maynard House Orchards; Vegusto UK, with its 100% plant-based alternatives to meat and cheese; Just... Oil, whose hand-cooked crisps are made from potatoes and rapeseed oil produced on its own family-run Staffordshire farm; Goody Good Stuff, who specialise in dairy, gelatin and fat free gummy sweets; Kokoa Collection, with its premium range of hot chocolate by origin; gluten-free bakers b-tempted; Mi Pasta, with its chilled, ready-to-eat whole wheat pasta meals; ethically-run and locally-sourced crisp manufacturer The Cornish Crisp Company; Nim's Fruit Crisps, with its 100% natural handmade snacks; Juna, Euro-Colombian producer of a range of four fruit juice drinks; raw food company The Living Food Kitchen; Fina Brands, owner of the natural coconut juice product Cocofina; Little Melton Gourmet Yogurt, made in six delicious flavours from a secret family recipe; Crazy Food Company, known for its range of super foods, snacks and supplements; and Samosaco, Welsh producer of samosas, bhajees, gluten free pakoras and gluten free mixes. Non-food products are also brought to the fore within the Innovation Zone, with new launches from Butterware, with its new online ordering software, and wewow, creators of a revolutionary wow-box sandwich/buffet platter. While Mobile Marketing UK will be showcasing its LoyalTXT mobile phone loyalty scheme designed to help food businesses reach their customers when they're on the move.

Away from the Innovation Zone, other new UK launches set to be unveiled at the show include Flat®'s revolutionary self-levelling table bases (distributed by BUK), fitted with an award-winning 'Smart System' that instantly stabilises any wobbly table, indoors or out; Snyder's Pretzel Pieces from GFT Retail; an 'Ndulge' luxury snack range and 'Oh My Goodness' cereal bar range from Yum Yum Bros Food Company; the world's first pretox drink from Alibi Drinks; organic vegetarian juice jellies from Tideford Organic Foods; Rational's SelfCooking Center®, which uses the latest combi steamer technology; hand-cooked South-East Asian relishes, chutneys, pastes and sauces for the food service from Karimix; fully-baked, soft Tascas from La Pizza Company; an exclusive range of six 'posh puddings' by Didier's Patisserie and Impress Sandwiches; a luxury range of five 100% natural teas for different times of the day from Bloom Tea; Voortman sugar free and flax seed omega 3 biscuits from Genesis Distributors; two further additions to its 'bake-in-pack' range – Phat Breakfast, Bacon & Cheese Muffin and Phat Mozzarella & Tomato Panini, from The Phat Pasty Co; plus three new offerings from Tri-Star Packaging – including Mozaik, a

fine dining and buffet range, the PortaTray™, and new environmentally friendly Pulp platter.

"lunch! is our favourite platform for showcasing our latest cutting-edge packaging for the food-to-go sector. When you are launching innovative new products, lunch! is definitely the best way to do it," says Kevin Curran, managing director of Tri-Star Packaging.

Firmly established as the premier event for the entire out of home food industry, lunch! has garnered a reputation for helping businesses to do business – bringing together thousands of professional trade buyers – from all the major supermarkets, high street chains and contract caterers, as well as owners and managers of independent sandwich bars, cafés, delis, juice bars and coffee houses – with the service providers and product suppliers who can best meet their needs.

lunch! is free to attend for pre-registered trade visitors (please use priority code LUN11002). For further information and to register, please visit www.lunchshow.co.uk (<http://www.exporeg.co.uk/visit/sites/dbc/lunch/11/vis/reg.asp?PC=LUN11002>).

###

Media enquiries to:

Emma-Louise Jones, PR Executive

t: 44 (0)1273 645134 e: ejones@divcom.co.uk

lunch! exhibitor enquiries to:

Chris Brazier, Event Manager

t: 44 (0)1273 645123 e: cbrazier@divcom.co.uk

NOTES:

If reproducing this press release in print, please include the Priority Code: LUN11002.

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 £5billion 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.