



29-30 September 2011
Old Billingsgate | London

lunch! show sold out!

lunch!, the UK's premier trade show for the out of home food and drink industry, has now sold out of all available exhibition space, says organiser Diversified Business Communications UK. Today's announcement comes exactly eight weeks before the event is due to return for its fourth edition at Old Billingsgate, London, on 29-30 September.

lunch!'s continuing success follows news that thousands of trade buyers and senior decision-makers from some of the industry's biggest organisations have already booked their passes for this year, with visitor pre-registration figures already up over 70% on the same week in 2010.

Record-breaking figures aren't new to this award-winning show, which has seen a rapid growth in its visitor numbers since its launch event three years ago. A 24% rise in overall attendance in 2010 has prompted a 50% expansion in exhibition space for 2011, taking the show up to the venue's upper level for the first time. Plus there's also been a 40% increase in exhibitors – with over 190 companies showcasing products, packaging, equipment and technologies from across the food-to-go sector.

Following unparalleled demand for exhibition space this year, the show had already been sold out once before leading to extra stands being added in June. The last five of these stands were snapped up by devon-based The Exploding Bakery; Baileys Real Food Company, creator of The Jackson Bar; J.O. Sims, one of the UK's leading suppliers of fruit for the fresh, processor and ingredient market sectors; Wild Trail, manufacturers of handmade popped corn cereal bars; and Rapitalia from Ireland, whose handmade Italian pizzas can be baked in-store in just 3 minutes.

Chris Brazier, lunch!'s event manager, is delighted with the show's continued success: "We'd like to sincerely thank all our wonderful exhibitors who had the foresight to secure their positions early. Plus, also, all our association and media partners for their amazing support. With our winning Best UK Trade Show at the AEO awards for a second unprecedented time, increasing our exhibitor numbers, not to mention record pre-registration and a whole new feature level, there's no doubt that lunch! 2011 will be our best show yet!"

lunch! is free to attend for pre-registered trade visitors. For further information and to register, please visit www.lunchshow.co.uk quoting priority code LUN11005.

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NOTES:

If reproducing this press release in print, please include the Priority Code: LUN11005.

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.