



29-30 September 2011  
Old Billingsgate | London

## **lunch! show prepares for a record turnout next week!**

The award-winning lunch! food-to-go trade show is preparing to welcome a record number of industry buyers to its fourth edition at London's Old Billingsgate next week, on 29-30 September, after visitor pre-registration figures hit an all-time high today. The show is now well over two thousand ahead of last year's total pre-registrations, and around 60% ahead on the same week in 2010, reports the show's Brighton-based organiser Diversified Business Communications UK.

This announcement follows news last month that the sold-out show, which now boasts over 200 leading exhibitors, has enjoyed such continuing high-levels of exhibitor demand that the organisers have had to take the unprecedented step of creating a waiting list for companies wishing to participate in the 2012 event.

Meanwhile, with the 2011 show only eight days away, thousands of trade buyers and senior decision-makers from some of the UK and Ireland's biggest companies in the out of home food and drink market have already booked their free passes for lunch!. This year has also seen a significant surge in international interest in lunch!, with representatives from over 60 different countries, including Belgium, Germany, the Netherlands, the USA, Hong Kong, Australia, and a large contingent from France, also planning to attend.

Chris Brazier, lunch!'s event manager, comments: "The notable increase in prospective international visitors this year underlines the show's growing importance to companies around the world who are looking to find exciting new food to go products for their home markets. lunch! exhibitors include some of the most innovative manufacturers and suppliers in the industry, who are constantly evolving and developing their products – from delicious food and drink to 'must-have' packaging and equipment – to keep their customers coming back for more. So whether buyers are travelling from a mile away or all the way around the world to attend, they'll find plenty here that they simply won't find at any other show."

lunch!'s breadth of appeal is demonstrated by its incredible range and high calibre of prospective attendees from right across the entire food-on-the-move sector, including all the major supermarkets and multiples, leading contract caterers, wholesalers and distributors, plus specialist caterers from universities, hospitals, airlines, stadia and attractions, plus hundreds of quality independents. The following is just a small sample of the type of companies who have pre-registered to visit lunch! 2011:

- 3663
- Alpha Flight
- Ambassador Theatre Group
- AMT Coffee
- Asda
- Avenance
- BaxterStorey
- BBC
- Benugo
- Boots
- BP
- Brakes
- Butlins
- Caffè Nero
- Gate Gourmet
- Center Parcs
- Chester Zoo
- Chopd
- Compass
- Costa Coffee
- Crussh
- Debenhams
- EAT
- Elixor UK
- Fulham Football Club
- Giraffe
- Greencore

- Greggs
- Harrods
- Harvey Nichols
- Hilton Hotels
- House of Commons, Westminster
- ISS
- Jamie Oliver Limited
- Lexington Catering
- Little Chef
- LSG Sky Chefs
- Lufthansa / Virgin Atlantic
- Marks & Spencer
- Marriott Hotels
- McDonald's
- Nandos
- National Trust
- National Theatre
- NHS
- Partners In Purchasing Ltd
- Pizza Hut
- Prêt A Manger
- Puccino's Worldwide
- Rail Gourmet
- Restaurant Associates
- Road Chef Motorways Ltd
- Royal Navy
- Saga Cruises
- Sainsbury's
- Selfridges
- Servair
- Shell
- Sodexo Prestige
- SSP
- Subway
- Superdrug
- Supplair BV
- Talkington Bates
- Uppercrust
- Waitrose
- YMCA
- ZSL London Zoo

lunch! is free to attend for pre-registered trade visitors. For further information and to register, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk) quoting priority code LUN11136.

Press passes are available to editorial staff writers employed by a trade publication, mainstream media outlet (newspaper, radio, TV, etc), or online magazines. Freelance writers, contributing editors, or bloggers may request press passes from [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) if the event is being covered for a specific publication or topic-related article.

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Media enquiries to:

Emma-Louise Jones, PR Executive

t: 44 (0)1273 645134 e: [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) @DiversifiedUK

lunch! exhibitor enquiries to:

Chris Brazier, Event Manager

t: 44 (0)1273 645123 e: [cbrazier@divcom.co.uk](mailto:cbrazier@divcom.co.uk) @lunchexhibition

**NOTES:**

*If reproducing this press release in print, please include the Priority Code: LUN11136.*

*In July 2011, lunch! won Best UK Trade Show Exhibition (Under 2,000m<sup>2</sup>) 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](mailto: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.*