

NEW  
venue  
for  
2012

**lunch!**

The contemporary food to go show

20-21 September 2012  
Business Design Centre | London

*Everyone loves lunch!*

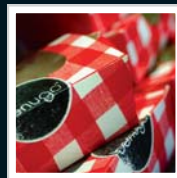
Be part of the **success**

# Welcome to the industry's favourite show

Following another incredible year in which **lunch!** won the prestigious **AEO UK Trade Show of the Year Award** for the second year running and recorded an unprecedented 41% increase in visitors, **lunch!** can justifiably lay claim to being the UK's fastest growing and most successful business event for the multi-billion pound food-to-go industry.

The show's principles of encouraging innovation, quality and differentiation in a highly focused, yet relaxed, environment, has clearly struck a chord with senior buyers who feel it is now the best show for them to find innovative, new and exciting products. With a higher concentration of the food-to-go industry's top buyers from UK and abroad, **lunch!** is the essential trade show for anyone wishing to do business in this important sector.

We look forward to welcoming you!



Best UK trade exhibition for the past two years





**lunch! really has been our best trade show ever! We've had more leads from this show than all other shows this year put together."**

**CAMILLA DEANE, FOODSERVICE CONTROLLER, BEL UK LTD**



**We have done over 15 shows in the last year and lunch! has been by far the most successful for quality of leads and results."**

**MARK STACK, CHIEF EXECUTIVE, YUM YUM FOOD BROS COMPANY**





# lunch! – The facts that lead to business

## Key facts from lunch! 2011:

**41%**  
increase in visitor attendance

**76%**  
increase in international visitors

**92%**  
of visitors to the show authorise or influence purchases

**24%**  
of visitors control a company spend of over £1million

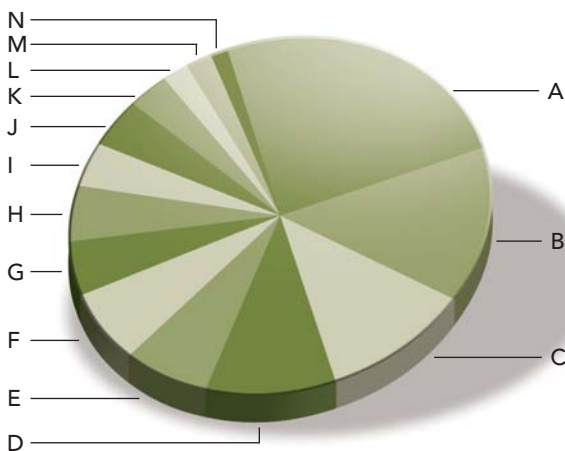
**92%**  
of visitors are looking for new products

**76%**  
of visitors already plan to visit again next year

**91%**  
of exhibitors thought the leads they generated were good to excellent

## Where do the buyers come from?

A Cafe/Coffee Shop/Sandwich Shop/Tea Room	25%
B Contract Catering	14%
C Distribution/Wholesaler	11%
D Restaurant/Hotel/Bar	10%
E Supermarket/Multiple/Department Store	7%
F Delicatessen/Specialist Food Store	7%
G Bakery	5%
H Attractions/Transport Hub/Venues	5%
I Press/Media/Agency	4%
J Retail/In-Store/Franchise	4%
K Airline	3%
L Training/Education/College	2%
M Sports/Gym/Leisure Centre	2%
N Association/Organisation	1%



## What the buyers want to see?

### Food & Drink Products:

Bakery	64%
Food Ingredients	60%
Juices & Soft Drinks	53%
Crisps & Snacks	50%
Tea, Coffee & Hot Beverages	47%
Fresh Fruit & Vegetables	47%
Dairy	45%
Chocolate & Confectionery	43%
Soups, Sauces & Dressings	40%
Meat, Poultry & Seafood	36%
Smoothies	32%
Ice Cream	27%
Pre-Packed Food	26%

### Non Food Products:

Packaging	52%
Coffee Machines & Equipment	44%
Kitchen Equipment	42%
Refrigeration, Display Cabinets & Equipment	28%
Furniture	25%
Private Label	24%
Tableware	24%
Juice Machines	22%
EPOS/Cash Registers/Technology	21%
Signage	21%
Shop Design and Interior Design	15%
Vending Machines	12%

## 4310 quality visitors at lunch! 2011 including:

3663 | AMT Coffee | Aramark | Asda | Baxter Storey | BBC | Benugo | Blackpool Pleasure Beach | Boots | BP Oil | Budgens | Caffe Nero | Coffee Republic | Compass Group | Côte | Cruss | Debenhams | Disneyland Paris | EAT | Elixir | First Grest Western | Fortnum & Mason | Giraffe | Greencore | Greggs | Harrods | Harvey Nichols | Hilton Hotels | House Of Commons | Lekkerland Deutschland | Leon | Lexington Catering | Little Chef | LSG Sky Chefs | Virgin Atlantic | M&S | Marriott | McDonald's | Morrisons | National Theatre | National Trust | Newcastle University | NHS | Nisa | Pizza Hut | POD | Pret | Rail Gourmet | Restaurant Associates | Royal College of Physicians | University of London | Royal National Theatre | Sainsbury's | Serco | Servair | Sodexo | SSP | Superdrug | Tesco | Thomson Airways | Thorntons | University of Birmingham | Uppercrust | Virgin Trains | Wagamama | Waitrose | Walt Disney | Whole Foods Market | YMCA | ZSL London Zoo



Be part of the best event of the year!

## 10 great reasons to exhibit

Access the entire market all in one place. In just two days you can:

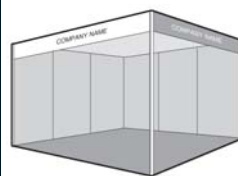
- Take orders and close long term deals there and then
- Meet and sell to new customers
- Catch up with existing clients and re-establish new relationships
- Showcase your products to thousands of buyers
- Introduce your products to new and profitable sectors
- Launch new products to a captive audience
- Increase brand awareness
- Research your marketplace
- Generate trade and consumer press coverage
- Get extra value as buyers use the catalogue long after the show

### All stands include:

- FREE daily stand cleaning
- FREE marketing & PR support
- FREE first standard entry in show catalogue. **Stands over 9m<sup>2</sup>** receive a free enhanced entry in the showguide and online.

### Shell scheme stands include:

- FREE lighting
- FREE stand carpeting
- FREE services as above
- 2.5m high shell scheme
- Company name on fascia board



Stand Costs	2012 rates
Shell Scheme:	<b>£353 per sqm +VAT</b>
Space Only:	<b>£331 per sqm +VAT</b>
Innovation stands*:	<b>£900+VAT for 2mx1m Shell Scheme</b>

“

lunch! is the one unmoveable feast in our annual show calendar. We were met with more interest than ever and the leads have transpired to be of high value to our business. This show truly keeps getting better – it's a universal favourite here at Kimbo!”

ANGUS MCKENZIE, KIMBO

“

I was simply overwhelmed by the positive response from the visitors and I have to admit that the quality of the leads was amazing, with some incredible companies having taken a real interest.”

PAUL EAGLES,  
KOKOA COLLECTION

Exhibit from just **£900<sup>+VAT</sup>**

## The Innovation Zone is back for lunch! 2012

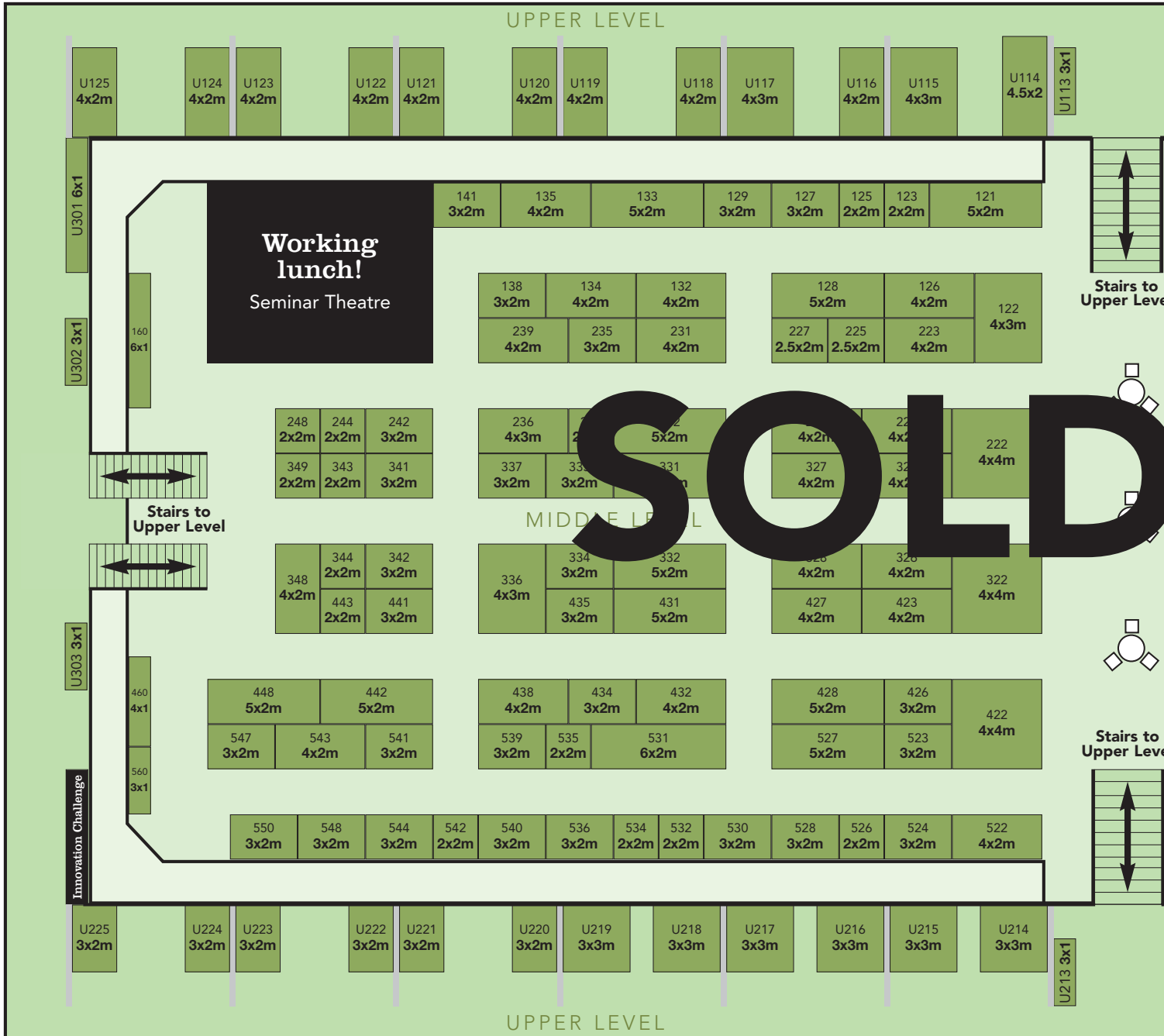
The popular **Innovation Zone** is aimed at enterprising start-ups and smaller suppliers looking to access the lucrative food-to-go industry. Enjoying its own designated area at the front of the **lunch!**, the **Innovation Zone** will encourage and promote new products, ideas and business.

\*Exhibitors will be allowed to exhibit in the Innovation Zone for no more than 2 years. Companies that have exhibited at **lunch!** outside of the Innovation Zone will not be invited to exhibit in the Innovation Zone.

Due to limited space, stands are expected to sell out fast.

**Innovation zone!**

Due to extremely limited space, stands are expected to sell out in early 2012. Call Chris Brazier on 01273 645123 or email [cbrazier@divcom.co.uk](mailto:cbrazier@divcom.co.uk).

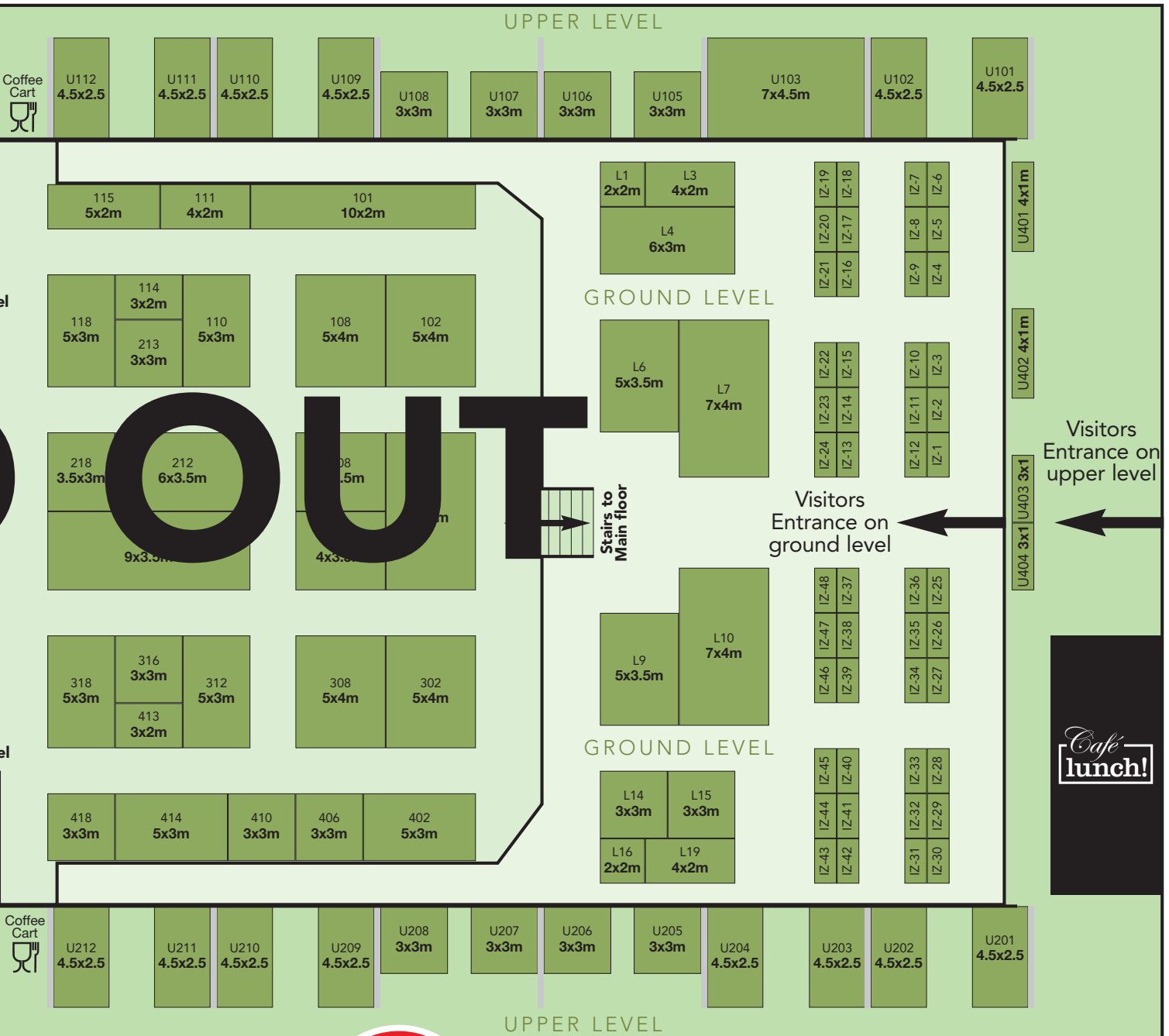


■ = Stands sold □ = Stands available



Follow the show online for the latest information  
[www.lunchshow.co.uk](http://www.lunchshow.co.uk)





2012  
show  
**SOLD  
OUT**

Join the 2013 waiting list, email us at the address below.

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Business Design Centre | London

Call Chris Brazier on 01273 645123 to discuss  
current availability, or email [cbrazier@divcom.co.uk](mailto:cbrazier@divcom.co.uk)



*Deliciously different!*

Best UK trade exhibition for the past two years



Organised by

**diversified**  
BUSINESS COMMUNICATIONS ■ UK

Members of



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