



Commercial Kitchen attracts big equipment names

Momentum continues to build for Commercial Kitchen – the definitive new event for the catering equipment industry – as more leading equipment manufacturers, suppliers and distributors sign up to the show's inaugural exhibitor list.

The highly-anticipated new launch from Diversified Communications UK, the organisers behind the multi-award winning lunch! and Casual Dining events, will take place next year at the NEC Birmingham on 7-8 June.

Commercial Kitchen's group event director Chris Brazier believes the strong exhibitor uptake – which already includes confirmed bookings by big names like MSC Tech Products, Gram, Hoshizaki, Unox, Rational, Manitowoc Foodservice, Frima, Cutlery Polisher, Pentland, ACME Facilities, Electrolux, Gamble Foodservice Solutions, Valentine and Adande Refrigeration – reflects how seriously companies serving the commercial kitchen sector are taking the new show.

Purified Air, rexmartins, Robot Coupe, CaterSave, Space Catering, Glen Dimplex, Instanta, Oxford Hardware, Aqua Mundus, Henkelman, CC Spares, Catering Equipment, ETI, Thermomix, Bournville Catering, Clifton Food Range, and Cedabond have also signed up to Commercial Kitchen's eclectic mix of founding exhibitors.

"We've been working very closely with key industry operators and suppliers and have been delighted with the wide scale support the show is receiving," says Brazier. "With new exhibitors coming on board each week, our visitors will enjoy an unrivalled showcase of the complete range of innovative equipment, devices and utensils required to run a commercial kitchen from 100 hand-picked companies."

"We are very excited to be participating at the new Commercial Kitchen Exhibition. A dedicated event of this type, for the catering industry, where equipment suppliers can showcase their latest products is something we firmly believe the market needs," says Melissa Pereira, UK key account director at Rational.

"Commercial Kitchen promises to be an all-inclusive trade event that will bring the whole catering equipment market together for two days of lead generation and thought leadership. We're proud to support a show that is specifically targeting lucrative buyers from all sides of the industry and from all around the UK!" agrees Martin Porter, managing director of rexmartins.

A thriving market

With one in four adults now eating out once a week or more^[1], increased consumer confidence and spending is driving the multi-billion foodservice market to record levels. Insights firm Horizons have already predicted the market to rise a further £10bn to over £56bn by 2019, whilst the Association of Licensed Multiple Retailers (ALMR) have forecast a thousand new pub and restaurant openings for 2015.

"Economic performance and wages continue to flourish, buoyed by a customer-base with more disposable income than at any time over the past few years," said Kate Nicholls, chief executive of the Association of Licensed Multiple Retailers (ALMR), during her Keynote at the Casual Dining show earlier this year.

"A recent CGA Peach Business Leaders survey showed that in excess of 90% of over 200 senior executives from a range of hospitality brands were optimistic about 2015, with 26% describing themselves as very optimistic. One in three expects to open at least ten sites over the course of the year," she said.

And it is this growth – across multiple sectors – that is helping to feed the demand for fresh and innovative catering equipment. Making Diversified UK's new Commercial Kitchen show a timely, and uniquely positioned, opportunity to promote the best that this important market has to offer.

Andrew Seymour, editorial director of *Foodservice Equipment Journal*, welcomes the launch, saying: "The commercial catering equipment sector continues to see huge innovation as manufacturers rise to the challenge of developing products that are faster, slimmer, easier to use and more energy efficient than ever before. Having the opportunity to view and assess these innovations in one place can only benefit foodservice operators and buyers, as they get to grips with establishing which kit will deliver the best value for their business and bottom line in the future."

"I want my kitchen to be full of the best, most innovative equipment on the market. A dedicated trade show for the catering equipment sector would be the ideal arena for my purchasing needs," says Peter Woods, Exec Head Chef at Corinthia Hotel London (which received the AA Hotel of the Year London 2015-2016, and Inspectors' Choice & Red Star Award 2015-2016 at the AA Hospitality Awards last month).

"As a leading pub operator, our kitchens are at the heart of our business. I think a dedicated trade show for innovation within the catering equipment sector is a must attend," says Brian Whiting, managing director of Whiting & Hammond (and a former Savoy Hotel chef).

Commercial Kitchen is launching at the NEC in Birmingham on 7-8 June 2016. Advance visitor registration will open next month. For further information, and to stay up-to-date with all the latest news and exhibitor information, please visit www.CommercialKitchenshow.co.uk.

To book stand space, please contact Simon Watkins at swatkins@divcom.co.uk or Chris Brazier at cbrazier@divcom.co.uk.

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[1] <http://sphr.nihr.ac.uk/blog/one-in-five-uk-adults-eat-meals-out-or-order-takeaways-in-each-week>

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Notes:

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough and Nailsworth. In addition to Commercial Kitchen, Diversified UK's event portfolio includes lunch!; Casual Dining; Natural Food Show at Natural & Organic Products Europe; Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); Natural and Organic Awards; camexpo; office; Accountex; SITS – The IT Service Management Show; GEO Business; Capturing Reality; Ocean Business; MARELEC Marine Electromagnetics conference; Euro Bus Expo; Coach & Bus Live; British Tourism & Travel Show; The Route One Operator Excellence Awards; and National Coach Tourism Awards. For more information, visit: www.divcom.co.uk.*

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