



Casual Dining Restaurant & Pub Awards 2016: Last call for entries

Casual dining operators have until 27 November to submit their entries for the first ever Casual Dining Restaurant & Pub Awards, organised by Diversified Communications UK.

These important new awards for the multi-billion pound casual dining sector will enjoy a prominent showcase at the Casual Dining trade show, which takes place next year on 24-25 February at the Business Design Centre in London.

Numerous multiple and independent casual dining restaurants, pubs and bars have already submitted their entries across the 11 categories, which cover operational excellence and performance, leadership, employee engagement, marketing, social responsibility, and design. There are also two additional awards recognising the 'Turnaround of the year' and casual dining 'Champion of the year', which will be nominated by the judges.

Some of the sector's best known business leaders, consultants, influencers and entrepreneurs will be lending their extensive knowledge and experience to the inaugural judging panel. Among them are Karen Forrester, CEO of TGI Friday's UK; Keith Bird, chief operating officer of GBK; Kate Nicholls, chief executive of The ALMR; Anthony Pender, chairman of the BII; Paul Charity, MD of Propel; Peter Martin, vice chairman of CGA Peach; industry pioneer Ian Neill; Alex Reilley, executive vice chairman of Loungers; Lorraine Wood, director of Arena; Mark McCulloch, founder and CEO of WE ARE Spectacular; and Chris Brazier, group event director of Casual Dining.

"Our own trade show and now our own awards, Casual Dining is *the* place to be," says TGI Friday's Karen Forrester, about the new awards.

"The casual dining world is booming with creative energy, quality and bold thinking, we are proud to be part of it," says Afroditi Krassa, founder of Afroditi Krassa. Her hospitality design agency won Best Designed Independent Casual Dining Restaurant last year for Perfectionists' Café, Heathrow Terminal 2 (operated by The Fat Duck).

Diversified UK's award manager, Louisa Pope, says: "The casual dining market is thriving, thanks in large part to the fantastic innovations and dedication of operators and the incredible dining experience they offer. The launch of the Casual Dining Restaurant & Pub Awards is a fantastic way to celebrate their achievements and reward those companies who are making a real difference to the growth of this sector."

Casual Dining operators are invited to nominate themselves via an online entry from on the Casual Dining Restaurant & Pub Awards website at www.cdawards.co.uk. The final deadline for entries is Friday 27 November 2015.

The Casual Dining Restaurant & Pub Awards 2016 include the following categories:

- Champion Of The Year (nominated by judges)
- New Casual Dining Concept Of The Year
- The Social Responsibility Award
- Casual Dining Turnaround Of The Year (nominated by judges)
- Casual Dining Marketing Campaign
- Employer Of The Year
- Best Designed Independent Casual Dining Restaurant
- Best Designed Multiple Casual Dining Restaurant
- Best Designed Casual Dining Pub or Bar
- Independent Casual Dining Restaurant Of The Year
- Independent Casual Dining Pub Of The Year
- Multiple Casual Dining Pub Brand Of The Year
- Multiple Casual Dining Restaurant Of The Year

The awards ceremony will take place on the evening of 24 February 2016 at The Grange St. Paul's Hotel in London, following the first day of Casual Dining. The Casual Dining Champion 2016 will be interviewed exclusively on day two of the Casual Dining trade show on 25 February 2016.

For further information, please visit www.cdawards.co.uk.

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Notes:

Casual Dining is a two-time winner of 'Best Tradeshow Exhibition under 2,000sq.m' at the Association of Event Organisers' Excellence Awards. It was the first launch show (UK and international) in over five years to win 'Best Tradeshow Exhibition under 2,000sq.m' in 2014. In 2015, it successfully defended its title and won the category for a second time.

High res images available upon request:

http://www.casualdiningshow.co.uk/wp-content/uploads/ARIAL_low_res.jpg

http://www.casualdiningshow.co.uk/wp-content/uploads/KEYNOTE_low-res.jpg

<http://www.casualdiningshow.co.uk/wp-content/uploads/PPD4576-1024x682.jpg>

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough and Nailsworth. In addition to Casual Dining, Diversified UK's event portfolio includes lunch!; Commercial Kitchen (new for 2016); 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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