



26-27 September 2013  
Business Design Centre | London

## Packaging, Foodservice Equipment & Technology – lunch! 2013 Exhibitor Show Highlights

Now in its sixth year, lunch! is widely recognised as the 'must attend' event for professional buyers and press representatives looking to get the scoop on all the latest out of home food and drink trends and get an exclusive preview of new products being launched onto the UK market. The following is just a taste of the latest catering equipment, packaging and business services on show this year.

### Packaging

**Taylor Davis** (stand A102) is looking forward to having lunch! with their premier supplier **Jokey** to introduce some exciting new packaging options for the food on the go market – with customer-led innovation the main course on its menu! An innovative new take on the traditional soup pot is only the entrée...

**Hanpak Ltd** (stand IZ-29 in the Innovation Zone) is launching its revolutionary new all-in-one disposable drinks cup; replacing the existing cup and separate lid. Hanpak's cup has multiple benefits – for the environment (fully bio-degradable and compostable), the consumer (easy to use with no splashes or drips) and the retailer (storage, handling, and cost).

Leading home compostable packaging and labelling provider – **Planglow Ltd** – will be showcasing brand new items: Gastro and Natural Mini Wedge (with matching label); Breakseal Stickers; and Highlight Stickers and Label. Planglow will also be demonstrating its LabelLogic and NutriLogic software on stand G9, which can accommodate the Government approved traffic light labelling system.

**Tri-Star Packaging** (stand M101) is set to break new ground yet again at lunch!, with the launch of an innovative range of eco-friendly food-to-go packaging and disposable tableware. The new concepts, which include deli containers and stylish Bagasse tableware, have been developed with high performance and care for the environment at the top of its agenda.

New exhibitor **Biopac UK Ltd** (stand M543), the UK's leading developer and supplier of eco-friendly packaging and catering disposables, will be showcasing a choice of practical and sustainable innovations at lunch! 2013. The range will include new cups, cutlery and soup containers that are 100% compostable – ideal for delis, cafés, and coffee shops looking for an eco-friendly alternative.

"Environmentally friendly disposables are one of the fastest growing categories in foodservice," says Mark Brigden, technical director at Biopac. "Consumers are becoming more aware of issues such as climate change, carbon footprint, landfill and litter, which puts greater responsibility on all companies within the supply chain to offer a greener solution. When you talk about products being 'eco friendly', people automatically associate it with a premium price. But in fact, it costs less than you think to give your customers the green packaging they now expect. We will be on hand at lunch! to help visitors understand what products are most suitable for them; and if we don't have a product which suits their needs, we will be happy to design a bespoke packaging solution just for them."

Leading UK paper cup manufacturing company **Benders Paper Cups** (stand A106) is re-launching its Super Insulated hot cups range, Cantare at lunch!. The product stands out as part of a range of unique insulated cups and will be exhibited alongside its Eco-Cup range, which is making its debut appearance at lunch!.

**ELLER foodPackaging GmbH** (stand IZ-5 in the Innovation Zone) will be introducing five revolutionary packaging solutions, which enable snack consumption on-the-go for products like wraps, toasties, sandwiches and bagels. This innovative newcomer is responding to a high demand for functionality and is making its first appearance in the UK at lunch! this year.

### Training

**Charlie Mackenzie – Hospitality Coaching & Education** (stand IZ-2 in the Innovation Zone) helps hospitality business owners through online coaching, education and training. At this year's show, Charlie will be promoting The Café Turn Key System, a brand new course (starting in October) aimed at helping owners focus on their business growth, direction and success.

### Equipment

Hotel and restaurant owners have been waiting for a trendy, sideways stackable table, with a built-in tilting mechanism, integrated anti-theft protection, and height-adjustable floor protectors for a long time. **GO IN UK Ltd** (stand M428) is now launching this brand new product on the market: the 'All in One Table'. This highly functional, lightweight table (4.2kg) was specially designed for outdoor catering situations.

Leading manufacturer, **Burco Water Boilers** (stand U225) will be launching its brand new range of innovative, British-manufactured Water Boilers. They feature built-in water filtration systems to remove impurities and enhance the life of the appliance; as well as an advanced 'Eco-mode', which provides the opportunity for significant energy savings.

First time exhibitor **Victor Manufacturing** (stand A202) is showcasing the first British manufactured refrigerated display cabinet – Optimax SQ – that is featured on the ECA Energy Technology List; meaning operations using these energy saving units can qualify for a reduction on business tax bills by as much as 20% of the purchase price.

"As an established UK manufacturer of hot and cold, hold and serve foodservice equipment, an increasingly important part of our business is the out of home, food-to-go trade," says Peter Brewin, Victor Manufacturing's marketing & communications manager. "So vibrant is this sector that we recently launched our Optimax range of heated, refrigerated and ambient display cabinets to meet the demands of this intense fast moving trade. Having heard lots of positive things about the lunch! show, we knew we had to get involved."

World leaders in catering equipment innovation **Roller Grill UK** will be launching its new 'business in a box' on stand U211. Roller Grill's self financing crêpe or waffle concept includes the equipment, accessories and mix – everything lunch! visitors need to enhance their menu.

**Nelson Catering Equipment** (stand M228) is a one-stop-shop for out-of-home eating establishments looking to improve dishwashing efficiency, increase cooking capacity or completely refurbish their kitchens. At this year's lunch!, Nelson will be showcasing its latest Advantage dishwashers and glass washers, plus catering equipment from the popular Blue Seal range; including Turbofan convection ovens.

**Unox UK Ltd** will be promoting its latest range of Professional Combi and Bake Off Ovens at lunch! 2013. The Unox Chefs will be cooking live throughout the show on stand G12, demonstrating the various benefits of the Unox product, including The Cafe Solutions Range.

## Technology

**Chilled Catering Apps** (stand IZ-31 in the Innovation Zone) will be demonstrating its bespoke branded online, mobile, iOS and Android ordering system, and back office reporting, voucher and loyalty scheme. They will also be launching their listing portal at [www.foodordr.co.uk](http://www.foodordr.co.uk), which will enable customers to find venues, order and pay for meals, and make reservations.

**orderbird: The iPad cash register system** is a complete POS solution that is ideal for the catering and hospitality industry and its needs. Exhibiting for the first time at lunch! on stand M133, orderbird POS includes features like orderbird PAY (card payment), management dashboard (my.orderbird) and guest ordering, with loyalty functions (EAT) – the perfect combination of low costs and high performance.

**Butterware** (stand M460), the online software solution designed for the lunch!-to-go industry, has teamed up with Barclaycard. Independent sandwich shops can now accept credit and debit cards for online orders through their unique, branded website. Thanks to a fantastic rate from Barclaycard, it's very cost-effective to accept orders online.

"This is our third appearance at lunch! and we always find it a great opportunity to meet new faces – both existing customers and new ones," says Graeme Simpson, managing director and founder of Butterware. "A large proportion of our customers are from contacts we've made at lunch! and, from a business perspective, it's a great investment for us. Plus it gives us the chance to find out what else is going on in the industry and keep up to date on the latest developments."

New exhibitor **Spoonfed** (stand A203) will be showcasing its innovative cloud based catering software for caterers, franchisees and sandwich retailers. It has online ordering functionality and boasts a suite of intuitive 'back office' modules to manage production, deliveries and much more. It's easy to use and vastly reduces waste in the kitchen.

"My fellow Director and I invested in a catering business a number of years ago, which we have now sold, and during that time we realised a real need to develop a proper system for processing orders for production and delivery to offices and institutions," says Spoonfed's Willie Biggart. "The software is very niche, and we'll be exhibiting it for the first time at this year's lunch!. It's online ordering function, as well as its ability to handle back office tasks, with a suite of bespoke modules, transformed our business and greatly enhanced margins."

Introducing **Revel iPad POS by BlueBird** (stand U403). More than just a point of sale, Revel is a robust analytics engine that is helping thousands of large and independent hospitality businesses make better decisions and increase their bottom line. Revel is the industry leader in functionality, security, and usability.

Excited first-timers **Eat Marketing** will be showcasing their mobile friendly websites, alongside numerous other marketing services in their 'factory of ideas' on stand M143. All research points to 2014 being the year that mobile web searches will overtake desktop, making responsive websites the future in online marketing.

"After visiting last year's event we knew straight away that we wanted Eat Marketing to be part of lunch! 2013. We are looking forward to bringing our marketing creativity and passion for food to a new audience at lunch!" says Maria Louca, sales and marketing manager at Eat Marketing.

For further information and to register for a free trade pass, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk) ([www.eventdata.co.uk/Visitor/Lunch.aspx?AffiliateCode=LUNPR2](http://www.eventdata.co.uk/Visitor/Lunch.aspx?AffiliateCode=LUNPR2)) and use priority code LUNPR2 where prompted.

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### **Media enquiries & press pass requests to:**

Emma-Louise Jones, PR Manager

Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes to lunch! via email to [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

t: 44 (0)1273 645134

Website: [www.divcom.co.uk](http://www.divcom.co.uk)

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### **Exhibitor enquiries to:**

Chris Brazier, Group Event Manager

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

Website: [www.lunchshow.co.uk](http://www.lunchshow.co.uk)

LinkedIn: [www.linkedin.com/groups?gid=3143327](http://www.linkedin.com/groups?gid=3143327)

Twitter: [www.twitter.com/lunchexhibition](http://www.twitter.com/lunchexhibition)

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### **NOTES:**

*lunch! won Best Marketing Campaign of the Year at the Association of Event Organisers (AEO) Excellence Awards in 2012, and Best UK Trade Show Exhibition (under 2,000sqm) in 2010 & 2011 (it was named a finalist in both categories in June 2013).*

*High resolution imagery is available upon request:*

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*Visitor information: TRADE only*

*Business Design Centre, 52 Upper Street, Islington, London N1 0QH 10.00-17.30 on Thursday 26 September and 10.00-17.00 on Friday 27 September.*

*Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). In addition to lunch!, Diversified UK's portfolio includes Casual Dining (new for 2014); The Natural Food Show (part of Natural & Organic Products Europe); Nordic Organic Food Fair in Malmö, Sweden (new for 2013, co-located with Natural Products Scandinavia); Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference in Hamburg, Germany; camexpo; office\*; SITS – The Service Desk & IT Support Show; SITS Europe in Berlin, Germany (new for 2014); Natural Products 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.*