



Casual Dining wins Best Trade Show Award for a second year!

Diversified Communications UK's Casual Dining show – the award winning trade event for the UK's multiple restaurant and pub group sector, has won 'Best Tradeshow Exhibition under 2,000sq.m' at the AEO Awards for a second time in its first two years of business.

The Association of Event Organisers' Excellence awards ceremony, widely regarded as the 'Oscars' for the live events and exhibition industry, hosted over 1000 event industry professionals at the Grosvenor House Hotel in London's Mayfair on 26 June. Facing tough competition, Casual Dining defended its title for a second consecutive year over fellow finalists, including The Surface Design Show, ScotHot, UTECH North America, PayExpo 2014, Travel Technology Europe, and The Meetings Show.

Having already won widespread support from across the casual dining sector and exhibitors, the AEO's judges were impressed by the show's "excellent content programme and exhibition design and layout", commenting that Diversified UK "identified a clear gap in the market for the fast emerging casual dining sector, a sector focused on innovation and brand."

"To have the honour of Casual Dining winning Best Trade Show for its launch event last year was incredible," says group event director Chris Brazier. "The fact that Casual Dining has won again – that's twice in our first two years – is a fantastic achievement for the show. A big thank you must go to the whole industry, including our exhibitors, visitors, media and association partners for supporting the show from the very beginning and helping to make Casual Dining the show that this important sector truly deserves."

"A special mention must go to the amazing team here at Diversified UK, who have worked so hard to deliver a much respected, sector defining event in such a short space of time," he says.

"To win this award for a second consecutive year really is a wonderful endorsement for the show," adds marketing manager Nina Jones. "It's also a great recognition of the impact that Casual Dining has made within the industry in its first two years."

With over 150 exhibiting companies and over 3600 visitors in 2015, Casual Dining's rapid expansion mirrors the growing success of the UK's £6.9bn casual dining market. This strong market performance, combined with glowing testimonials from attendees, has seen increasing demand from new companies looking to exhibit in 2016. Among them are Moy Park, Twinings, Innovate Foods, Pipers Crisps, Hallgarten Druiitt & Novum Wines, Innis & Gunn, and Jascots Wine Merchants.

Since the success of the 2015 show in February, which saw 75% of exhibiting companies rebook onsite, stands have been selling at a record rate, with returning big names like Britvic Soft Drinks, Reynolds, Lamb Weston, Farm Frites, Fresh Direct, Unox UK, AAK, Magrini and Tudor Tea & Coffee confirmed. Eight months ahead of its highly anticipated third show, the Ground and Mezzanine Levels are sold out. Whilst the Upper Feature Level, the new home of the Casual Dining Keynote Theatre and Casual Dining Design Awards Gallery, has only limited stands left. The show is already 85% sold out.

Casual Dining will return to the Business Design Centre, Islington, London, on 24-25 February 2016. For more information, and to stay up-to-date with all the latest news and exhibitor information, please visit www.casualdiningshow.co.uk.

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Notes:

As in previous years, Diversified Communications UK received multiple nominations across five AEO Award categories. GEO Business 2014 (Cotswold office) were finalists for 'Best Tradeshow Launch', Euro Bus Expo 2014 (Midlands office) were finalists for 'Best UK Tradeshow

under 2,000sq.m', also the Midlands office were finalists for 'Organiser Team of the Year.' Diversified UK came in as finalists for 'Most Respected Company of the Year,' a new category for 2015 where nominations are solely in the hands of members of the AEO (Association of Event Organisers).

Casual Dining was the first launch show (UK and international) in over five years to win 'Best Tradeshow Exhibition under 2,000sq.m' at the Association of Event Organisers' Excellence Awards 2014. It won the same award in June 2015.

Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. Diversified UK's portfolio includes Casual Dining; Commercial Kitchen; lunch!; The Natural Food Show (part of Natural & Organic Products Europe); Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); camexpo; office*; SITS – The IT Service Management Show; Natural Products magazine; Natural Beauty Yearbook; Geo Business; Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics; Euro Bus Expo; Coach & Bus Live; British Tourism & Travel Show; Route One; and Coach Monthly.

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