



24-25 September 2015
Business Design Centre | London

New food-to-go innovations at lunch! 2015

lunch! – the multi-award winning trade event for the food-to-go sector, has released its latest preview of exhibitor show highlights.

An essential visit for thousands of trade buyers from across the UK's retailing, hospitality, snacking, convenience, and catering sectors, lunch! returns to the Business Design Centre in London on 24-25 September with 350 exhibitors (a 25% increase for 2015).

The following is just a taste of some of the new food innovations on show:

Exhibiting for the first time ever at a trade show, award-winning dessert specialist **Marston Foods** is launching a new afternoon tea range at lunch!. Products include Goopy pots, moist cakes and tarts, in flavours like Raspberry and Rose, Victoria Sponge and Billionaires (stand F221).

Making their debut at lunch!, **The Real Soup Co's** new 380g, single serve pots of fresh, ready to heat and serve soup for the food-to-go sector. Available in five popular flavours (including Thai chicken and tomato & basil), they can be heated in the microwave in minutes (stand A202).

Jax Coco is launching its new Coconut Chips exclusively at lunch!. Available with sea salt, wasabi or chilli & lime, the Chips are vegan, gluten and trans fat free, and made from the nutritious flesh of hand-cut premium coconuts (stand U212).

Mom's Fabulous Hot Dogs is launching its new Beefy Dog at lunch! – a skinless quarter pounder made from prime cuts of beef with a firm, smooth texture and a meaty flavour. Also showcasing their highly successful portfolio of premium quality hot dogs, offering a variety of tastes and textures (stand M334).

Launching at lunch! **Ingenious Foods** is introducing Gourmosa, a range of food-to-go from the sub-continent with a modern twist. Popular snacks include Samosa Pie – a puff pastry pie in an open samosa shape available in chicken, beef and paneer; Samosa Pot (they've separated the filling and the pastry into two convenient on the go pots); Oven Bake Samosa; and Chaat - Super food salads (stand F306a).

New exhibitor **Traybakes** has been making traybakes by hand for 25 years. Their new Sharing Slice range – launching at lunch! – is available in 25 different flavours. Generously proportioned, they are ideal to share with friends and family, or to give a gift (stand A307).

Honeyrose Bakery/Kent & Fraser gluten-free is launching its new range of twice-baked Toasts in September. Made in the UK in their artisan bakery, flavours include Cherry, Pecan & Poppy Seed Toast, Cranberry & Almond Toast, and Olive, Walnut & Pimenton Toast. All available in 110g packs (stand M547).

Devonvale Bakery is launching its new 'unch brand at lunch!. Featuring three eye-catching outers (BrUnch, CrUnch and FrUnch), these hand-baked, sweet cake bar snacks include Choc Mint Crunch and Apple & Raspberry Crumble flavours (stand F302).

The Living Food Kitchen is unveiling three new autumn launches at lunch!. Almond Shakes (a range of HPPed dairy free drinks) and Coconut Flapjacks, made with gluten free oats, coconut sugar and coconut butter, are available from October. Whilst November sees the introduction of Truly Raw organic chocolate from Indonesia in 25g snack bars (stand A309).

Launching at lunch! **Proper Pudding** is introducing five premium, sugar or refined sugar free, chilled puddings (available in individual, 140ml portions). Flavours include Lemon Jelly with Lime & Coconut Pudding; Orange & Honey Posset and Strawberries & Cream. Also available as dairy-free, using coconut milk instead of cow's milk (stand IZ-03).

New exhibitor **Pietercil Group** – Beliefs specialises in fresh Mediterranean delicacies including unpasteurised olives, antipasti and tapenades. It's showcasing its new 'on the go' Greek olives snack pack (with fork). Products are free from colourings, flavourings and aromas (stand U115).

Nina Bakery's new artisan pitas are launching at lunch!. Ideal for foodservice – they don't tear easily, are clean label, come in a variety of sizes from mini-pita to XL, and can hold fillings for up to 48 hours (stand U107).

Crown Foods – WAT KITCHEN is launching new classic Indian flavours to its pan-Asian to-go range of ambient Chicken & Rice and Chicken & Noodle combos. With no water, fridge or fuss required, caterers, or customers, simply empty the sachets in the take-out style boxes and microwave in just 2½ minutes (stand G5).

The Coconut Collaborative is showcasing its dairy-free coconut milk yoghurts at lunch!, including their soon-to-be-launched bulk range of Natural and Coconut & Almond yoghurts. All products are free from dairy, soya and gluten (stand F103).

Cakesmiths is launching a new Artisan Loaf Range (including Smashing Pumpkin, Banana and Chocolate Bread, Poached Pear and Ginger, and Lemon & Courgette) this autumn. It will also be previewing its Christmas range at lunch!. Cakes are portioned and frozen to ensure maximum quality and usability with minimum waste (stand A208).

PERKIER Foods is launching two all-natural, gluten, wheat and dairy free snack bars made with on trend ingredients, such as quinoa, goji berries, cacao, sprouted grains, cashew nuts and chia seeds. The Quinoa bars come in three varieties: Cashew, chia & pumpkin seeds; Goji & Cranberry; and Cacao & Cashew. Whilst the Cranberry & Cashew Oat Bars are enhanced with sprouted buckwheat (stand A415).

Real Handful's new trail mix snacks are made with flavour-infused dried fruits, raw nuts and belgian chocolate. Currently available in Banoffee and Mochaccino blends, with new Strawberries and Cream and Chocolate Orange flavours launching at lunch! (stand IZ-10).

Swiss-based **Rhythm108 (108 Foods SARL)** is introducing its range of 100% organic, gluten-free Good-for-You dessert bars and tea biscuits to the UK. Flavours include Banana Muffin, Lemon Cake, Coconut Macaroon, Apple Pie and Coco-Walnut Brownie (stand G1).

Calbee UK is showcasing its category innovation savoury snacks - **Yushoi Snapea rice sticks**. Baked and made using green peas, they are inspired by Japan and available in four flavours: Lightly Salted, Smoked Salt & Szechuan Pepper, Sweet Chilli & Lemon and Soy & Balsamic Vinegar. Olympic gymnast and winner of *Strictly Come Dancing*, Louis Smith MBE is celebrity ambassador for the product, which launched in June (stand F301).

The **Soho Sandwich Company** is showcasing their new menu, launched on the 27 July. The new menu features a range of popular classics 'with a twist', plus innovative new recipes featuring a range of great artisan breads and deli rolls. Other new additions include Cavatappi Pasta Salads, Super Foods Salads, and Wraps of the World (stand F122).

URBAN eat's latest product development brings microwavable Burritos to the food to go fixture. The four flavour-packed varieties (Spicy Pulled Beef, Chipotle Chicken, BBQ Pulled Pork & Vegetarian Spicy Bean) have been created to authentic Mexican recipes to ensure they pack a real Mexican punch (stand M140).

Tideford Organic Foods is unveiling two new luxury Christmas sauces at lunch! – Organic Cranberry & Port sauce and Organic Rum sauce (gluten and wheat free). Tideford will also be showcasing their Winter super-food soups, which are all organic, gluten, wheat and dairy free (stand A315).

Pidy has three new launches for 2015, including a crumbly and buttery gluten free pastry range, sweet and neutral short pastry (which includes mini cups, mini tartlettes and larger cases), plus a savoury choux range, which can be eaten sweet or savoury, for breakfast, lunch or dinner (stand M418).

New exhibitor **Jeronimo Martins** is the largest food distribution group in Portugal and Poland. Their new products for 2015 include Great Taste award winning Tuna Fillets in Organic Olive Oil (fished from The Azores) and Chocolame – a chocolate and biscuit cake made with Port Wine (stand U208)

nutrii is launching a new range of premium, all-natural, protein-packed tubs of quark; available in four different flavours. Blended with fruits, nutrii quark is virtually fat free, low in carbs and the highest in protein in its category (stand IZ-12).

Surfer-inspired **The Phat Pasty Co** has unveiled a fresh new look to be launched at this year's lunch!. With new point of sale materials and concept support packages, they help operators provide an on-trend branded offer for customers. Phat's premium pie range includes a steak and cornish ale pie, and a vegetarian sweet potato, spinach and goats' cheese option (stand M239).

Emily Fruit Crisps is introducing new 15g packs at lunch!. Available in Crunchy Banana, Crunchy Pineapple and Great Taste award-winning Crunchy Apple, the snacks combine the goodness of real fruit with the crunch of a crisp (stand F316).

Food Attraction's Naanster is showcasing its rebranded packaging and new Chicken Jalfrezi flavour at lunch!. Spicy, succulent curry wrapped in fluffy naan with a little mango chutney, Naansters are ideal for eating on-the-go or at home, and are ready in just 90 seconds (stand M534).

Pizza Cone is showcasing a new addition to its product range at lunch! The Whole-Wheat Pizza Cone enables consumers to enjoy a healthier twist on their convenient pizza-to-go option (stand F314).

Leading handmade Cornish pasty manufacturer, **Proper Cornish** is sampling its newly launched range of four handheld pies: Steak & Ale, Chicken, Bacon & Leek, British Pie awarded Asparagus & Mushroom, and the hybrid-inspired Pork Pie. Each pie is made with short crust pasty before being filled with quality ingredients, which are sourced locally where possible (stand G4).

Artisan premium crisp brand, **Burts Potato Chips** is showcasing their hugely popular Lentil Waves (available in Sour Cream & Chive, Thai Sweet Chilli and Lightly Salted) alongside recent launches like Devon Roast Beef (created with the Well Hung Meat Company) and Hobgoblin Spit Roast Steak (with the Wychwood Brewery) (stand M341).

TOP Taste – a major producer of crispy onions in The Netherlands, is showcasing two new additions for 2015: Crispy Pepper made from fresh bell pepper, and Crispy Gherkins made from fresh dill pickles. They can be used as innovative extra ingredient on sandwiches, with sauces, on hotdogs, on burgers and more (stand U204).

Pulsin' is promoting its new Organic Sunflower Protein (45% protein). Raw, vegan and gluten free, with no added sugars, it can be used to fortify sweet and savoury foods and is certified organic (stand M132).

Joe & Seph's Gourmet Popcorn is showcasing its Caramel Sauce range, made using the same caramel recipe they use for their popcorn. Available in six innovative flavours (including chocolate, sticky toffee, and gin & tonic), it can top desserts, be used for spreading or dipping, and stirring in to milkshakes and coffee (stand M337).

Oli & Zoe's Food Co recently launched the UK's first healthy popcorn range for children. Made by parents to combat the rising child obesity problem (the UK has the highest obesity rate in Western Europe), it contains minimal sugar and salt content. Currently available in two flavours: slightly sweet and slightly sweet & salty (stand U223).

Walkers Shortbread is sampling its new Gluten Free Shortbreads in 30g Minipacks. Ideal for the lunch impulse market, they will appeal to the growing number of consumers looking for certified gluten free products (stand M141).

Tanpopo Japanese Food has launched some new snacking items this year, including their innovative Onigiri rice balls. Already hugely popular in Japan, Tanpopo's new flavours include Curried Salmon, Fried Tofu & Tempura Rice, Salmon & Dill, Hijiki Seaweed & Soybean, Sweet Chilli Tuna (stand A107).

As seen recently on the BBC's Dragon's Den, **Chika's Foods** is showcasing its vegan and gluten-free West African snacking range. Products include Smoked Almonds, Plantain Crisps, Salt and Black Pepper Cashews, plus new Chickpea Crisps (stand IZ-16).

Pumpkin Tree is promoting its recently launched Toasted Oat Crush. The fruity snack is made with only natural ingredients and comes in three flavours – Raspberry & Blueberry, Apple & Cinnamon, and Mango & Passionfruit (stand U109).

Go2Grocery is showcasing its crispy coconut curls. Launched this summer, these healthy snacks are made with just coconut and all natural seasoning. They have no added sugar, are gluten, dairy, wheat and soy free, are high in fibre, and count as part of your 5 a day (stand M348).

Scott Farms Chip Company is showcasing its newly launched Orange, Purple and White Sweet Potato Chips. A market first to have three varieties of sweet potato, all grown from seed on the Scott's family farm, in one bag. Grown in the US, made in England; Scott Farms offers absolute provenance (stand F204).

Two-time Great Taste Award winner, **Pop Notch** Popcorn has just launched its range of snack packs with new packaging. Pop Notch Kids is completely unique to the market. Both are perfect for the food-to-go industry. Gluten-free. All-natural ingredients. (stand F326).

Cake is exhibiting at lunch! for its second year, showcasing their diverse traybake, cake and scone offerings. New products for 2015 include a White Chocolate and Raspberry Scone, Linzer Biscuit, and a twist on a traditional round cookie – the Extra Chocolatey Square Cookie Tray (stand M432).

Metcalfe's skinny is showcasing its gluten-free Popcorn Crisp range, available in three flavours: Kettle Original, Sweet Chilli and Say Cheese. Created through an innovative flash-griddled process, Popcorn Crisps have 35% less fat than the average tortilla chip (stand A321).

New for 2015, **UCD** is presenting Maison Routin 1883 Chocolate Cookie Syrup. Evenly balanced between soft chocolate and biscuit, its aroma captures the irresistible appeal of fresh-baked cookies right out of the oven. It can be used with pastries and ice cream, smoothies, milkshakes, coffee, and cocktails (stand A217).

Southover Food Company is showcasing its Great Taste award winning pulled ham hock. Described by the judges as 'moreish', it is gathering interest for its 'flavour and tenderness'. This versatile product is suitable for busy delis and catering kitchens alike (stand U103).

Award-winning American cult brand **Y3K LCC** is introducing its range of rich, super-concentrated ice-cream, pre-portion ice-cream cakes, and American bakery. They'll be launching a selection of new products at lunch!, alongside their water baked cheesecakes (finalist at this year's Café Life Awards and winner of Best Bakery and Confectionery Product at Gulfood), and ice creams/desserts (nominated for innovation awards at SIAL Middle East) (stand A212).

For 2015, **Ginger Bakers** are paying particular attention to the health benefits of some of the ingredients they use. Their new gluten free Berry & Beetroot Brownie is rich and fudgy, with fresh juicy raspberries and the fantastic health benefits of earthy beetroot (stand F107).

Mallow & Marsh is exhibiting its recently launched 100% natural marshmallow bars. The range includes Raspberry Marshmallow coated in 70% dark chocolate; Vanilla Marshmallow coated in milk chocolate; and Coconut Marshmallow (stand IZ-08).

Oats brand **MOMA** has recently introduced a new Mango and Passionfruit Bircher Muesli to their range of healthy, balanced breakfasts. It's made from a blend of low fat natural yoghurt, British wholegrain jumbo oats soaked in apple juice and exotic real fruit (stand M522).

Impress Sandwiches has launched new stand-out shelf packaging for their sandwich wedges and other items across food-to-go. Featuring Mr Impress and friends they are designed to make consumers smile. New Wrapido World Wraps in eight flavours are hot-to-go for the autumn too (stand M102).

Launched earlier this year, **Two Chicks** is showcasing its Chirps – high protein egg white bites. With the bite of a crisp that is high in protein, they are lower in fat and carbohydrate. Chirps contain egg white, which is one of the highest quality protein sources available (stand F331).

Brontë Bigger Eat Biscuits are a new range being shown by **Paterson Arran** at lunch!. Available in three flavours (All Butter Shortbread, Ginger Snap and Double Chocolate Chip) Brontë Bigger Eat Biscuits are ideal for cafés, coffee shops, restaurants and bars (stand M323).

lunch! returns to the Business Design Centre in Islington, London, on Thursday and Friday, 24-25 September.

For further information and to book a free trade pass in advance, please visit www.lunchshow.co.uk and quote priority code PR1 (direct link: www.eventdata.co.uk/Visitor/Lunch.aspx?TrackingCode=PR1)

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Media enquiries & press pass requests to:

Emma-Louise Jones, Head of PR

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 (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

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Notes:*Awards:*

lunch! won Best Trade Show at the Exhibition News Awards in February 2014 (it was also shortlisted for Best Trade Show and Best Trade Show Marketing Campaign in 2015). lunch! won Best Marketing Campaign of the Year in 2012 and was named Best UK Trade Show Exhibition under 2,000sqm for two years running in 2010 and 2011 at the Association of Event Organisers' Excellence Awards.

High res images are available on request:

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. In addition to lunch!, Diversified UK's event portfolio includes Casual Dining; Commercial Kitchen (launching in 2016); Natural Food Show at Natural & Organic Products Europe; Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); camexpo; office; GEO Business; Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference; SITS – The IT Service Management Show; Euro Bus Expo; Coach & Bus Live; and British Tourism & Travel Show. For more information, visit: www.divcom.co.uk.*

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