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Sector's 'who's who' to gather at Casual Dining

With exhibition space having filled up fast and the free Keynote theatre programme now confirmed, Casual Dining – the new trade event for the UK's £6.7bn casual dining sector – is all set for a successful launch later this month (26-27 February 2014) at the Business Design Centre in London.

A timely event

Flexible, convenient and affordable, casual dining outlets (where eating out costs an average £10 to £20 per head) provide their patrons with an effective way to stretch their budgets without it impacting on their social lives. And given that many diners would rather cut the cost, than the frequency, of eating out – it's a trend that certainly looks set to continue.

Which makes Casual Dining from Diversified Communications UK (the event organisers behind the award-winning lunch! brand), a timely opportunity to discover the best choice of food and drink, equipment, interior design, furniture, technology and table top that this important, and lucrative, market has to offer.

Big name exhibitors

Having enjoyed strong industry and association endorsement from its inception, Casual Dining's exciting two day line-up will take in a host of well-known brands, reflecting how seriously leading suppliers are taking the new show say Diversified Communications.

Founding exhibitors include Fresh Direct, Reynolds, Disotto Foods, Eden Contract Furniture, Magrini, Kimbo UK, London Workwear Rental, Cheese Cellar, Rational, The Artisan Bakery, and Millennium Foods.

Gram UK, Adande Refrigeration, United Coffee, Electrolux, Pacific West, Winterhalter, Southern Salads and La Tua Pasta are just a few of the most recent new additions to the line-up.

Beer and wine have long been a part of many casual dining restaurant menus, but with more operators competing for their customer's loyalty, differentiation can be key, and so both Casual Dining's Craft Beer & Cider Showcase and Speciality Wine Village aim to help independents stand out from



Pizza Hut's Jens Hofma is a keynote speaker at the show.

the crowd.

Commenting on the launch, Daniel Broude, group supply chain manager at Gondola Group Limited, whose brands include ASK Italian Restaurants, PizzaExpress and Zizzi, said: "The Casual Dining show is a great concept, which deserves the full support of the industry. We have no doubt it will be very successful and look forward to attending."

"The launch of Casual Dining is inspired," agrees Ian Neill, one of the industry's most successful and respected operators (he has played a key role in the growth of successful brands such as Pizza Express, Jamie's Italian, and Wagamama, and is currently chairman of Las Iguanas). "Trade shows are great for finding fresh ideas, however they also help create a sense of community, which helps to make us better operators."

Representatives from Bella Italia, Strada, Browns Restaurants, Carluccio's, Compass



Group, Elior UK, Jamie Oliver Restaurants, JD Wetherspoon, La Tasca Restaurant Group, Pizza Hut Restaurants, Sodexo, T G I Fridays UK, The Restaurant Group, and numerous independents, are also among the 'who's who' of big name buyers that have already pre-registered to attend.

Show highlights

Jens Hofma (CEO of Pizza Hut Restaurants), Simon Kossoff (chief executive of Carluccio's), Tim Bacon (co-founder and MD of Living Ventures - GUSTO), Alex Reilley (MD of Loungers), YO! Sushi's CEO Robin Rowland, and Ian Neill are among a stellar list of names confirmed to speak at Casual Dining.

Drawing on their extensive management skills and entrepreneurial experience, Kossoff, Bacon, Rowland, and Neill will head up the show's highly-anticipated CGA Peach Panel – The Chain Gang, chaired by industry analyst Peter Martin, vice president of CGA Peach.

'The Chain Gang' panel takes place at noon on the show's opening day, Wednesday 26 February and will explore how the UK's branded restaurant sector has transformed the way we eat out. They will also outline the challenges and opportunities ahead for the highly competitive casual dining market over the next 12 months.

Other notable highlights include sessions by Mark McCulloch, founder of Spectacular Marketing (former head of marketing at YO! Sushi and Pret a Manger), Alan Kay, the former chief financial officer of The Fat Duck Group, and Jason Katz, founding partner at Kings Park Capital.

Plus, David Worthington, chairman of Designersblock and H&M Group and one of the leading design commentators in the UK, will be heading up The Casual Dining



Where and when

Casual Dining will take place at the Business Design Centre in Islington, London, on 26-27 February 2014. For further information and to register for a free trade ticket, visit www.casualdiningshow.co.uk and quote priority code CDPP3.

Design Panel & Awards.

Market updates will be provided by Peter Backman, managing director of Horizons, and Simon Stenning, foodservice strategy director at Allegra Strategies.

The Casual Dining Innovation Challenge meanwhile will offer a unique opportunity for visiting buyers to see participating exhibitors 'pitch' their new product innovations and ideas live to an illustrious panel of industry judges. All shortlisted

products will also be on display in the Innovation Challenge Showcase throughout the event.

"The UK casual dining sector is more vibrant than ever," commented Jens Hofma. "As a result, UK consumers now have access to a broader range of experiential eating-out occasions. This creates worthwhile jobs, economic value and, ultimately, more fun and excitement in people's everyday lives. The Casual Dining trade show sends a

strong signal that our sector is no longer in its infancy but is a positive force to be reckoned with in the UK Economy."

"We are delighted to welcome such prominent industry figures to the Casual Dining Keynote Theatre," added the event's manager, Chris Brazier. "It's an impressive line-up for any show – let alone a launch – and a fabulous endorsement for Casual Dining moving forward. From the speakers to the exhibitors and the visitors themselves

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Interior Design Awards

The casual dining market is the fastest growing sector of the UK's eating out industry and is a sector in which the UK is considered a world leader. Design forms an integral part of the brand and dining experience, whether it is a large scale high street multiple or a one off independent restaurant.

To reflect this, Casual Dining has launched its own Interior Design Awards to showcase the very best designed restaurants and pubs in the country. The event's organiser, Diversified Communications UK, says the awards present a fantastic opportunity to recognise innovative operators and designers, and to celebrate the continuing success of the UK's casual dining market.

Forming a central part of the show, the awards will be judged by a distinguished panel of industry experts, headed up by David Worthington (chairman of Designersblock and H&M Group).

The Casual Dining Awards are divided into the following five categories:

- Best Designed Multiple Restaurant 2014
- Best Designed Independent Restaurant 2014
- Best Designed Multiple Branded Pub 2014
- Best Designed Independent Pub 2014
- Best Designed Multiple Unbranded Pub 2014

All shortlisted entries will be showcased in a dedicated Awards Gallery at Casual Dining, with the winners to be announced during a dedicated session in the event's Keynote Theatre at 2.45pm on 26 February 2014 (the session will also discuss emerging trends and best practice in modern casual dining restaurant and pub design).



– the who's who of the sector will be at this show doing business. It's going to be a very busy and productive two days."

New launches for 2014

Magrini is launching its new GT Touch frozen drink/dessert machine, which can produce soft ice cream, sorbet, granita and frozen yoghurt all from one machine.

Buying specialist Lynx Purchasing will be demonstrating its free GP Calculator App (newly endorsed by the Craft Guild of Chefs), which enables users to monitor their margins.

Imperial Catering Equipment is exhibiting the revolutionary, new Ovention Matchbox oven for the first time in the UK.

One Drinks, the largest ethical bottled water company in the UK, is showcasing its new premium glass, art-deco style Butterfly Bottle (for still and sparkling water, 750ml).

Plusfood UK is presenting their versatile Hot 'n' Kickin' chicken range coated in Plusfood's signature crispy coating.

Keck Pasta from Germany is showcasing its bespoke, precise portion pouches of IQF pasta, noodles and rice; available in individual weights and branding.

Lamb Weston's new foodservice range includes Sweet 'n Savour sweet potato fries, which add a unique and exciting twist to any menu.

True Food International's Specification Series is a new, highly configurable Commercial refrigeration line; available as single or double section refrigerator and freezers.

Winterhalter's new PT Series has an energy control system that speeds up the washing process, increasing rack capacity per hour by 28% and reducing heat-up time by 50%.

Rational's new SelfCookingCenter whiteefficiency is multifunctional, which means it also saves space, reducing the kitchen footprint by at least 30%.

Nelson Catering Equipment will be



PAPA presence

PAPA (www.papa.org.uk) and Pizza Pasta & Italian Food magazine will also be in attendance at the show, and look forward to catching up with many of you on stand U133.

showcasing its latest, Advantage glasswashers and dishwashers designed to be exceptionally energy efficient, use minimal water, virtually silent in operation and produce outstanding results, say the company.

Burco Commercial launched a new range of innovative, British manufactured hot water boilers in the summer of 2013 and now, in another new development to the range and something which will be of great interest to chains and franchises, Burco has announced the ability to fully brand and personalise all appliances in the range.

To view the current Casual Dining exhibitor list, visit <https://onlineexhibitormanual.com/divcasualdining14/exhi/exhibitorList.aspx>.