




| SECTOR                                | FOOD-TO-GO   | CASUAL DINING  | FINE DINING  |
|---------------------------------------|--|--|--|
| Exhibitors will meet                  | <ul style="list-style-type: none"> <li>• Multiple &amp; Independent Cafés</li> <li>• Multiple &amp; Independent Sandwich Shops</li> <li>• Multiple &amp; Independent Coffee Shops</li> <li>• Supermarkets &amp; Instores</li> <li>• Contract Caterers</li> <li>• Distribution &amp; Wholesale</li> <li>• Travel Catering</li> <li>• Attractions/Education Catering</li> </ul>  | <ul style="list-style-type: none"> <li>• Branded Restaurant Groups</li> <li>• Branded Pub Groups</li> <li>• Multiple Restaurant &amp; Pub Groups</li> <li>• Independent Restaurants &amp; Pubs</li> <li>• Hotel Restaurants &amp; Bars</li> <li>• Contract Caterers</li> </ul>   | <ul style="list-style-type: none"> <li>• “Posh” restaurants</li> <li>• Chef/Restaurateur</li> <li>• Often Michelin starred</li> </ul>  |
| Examples of key visitor/buying brands | <ul style="list-style-type: none"> <li>• Pret a Manger</li> <li>• Subway</li> <li>• M&amp;S</li> <li>• Waitrose</li> <li>• Caffé Nero</li> <li>• Starbucks</li> <li>• Virgin Trains</li> <li>• Compass</li> <li>• Sodexo</li> <li>• LSG Skychefs</li> <li>• Merlin Entertainments</li> <li>• LEON</li> <li>• Costa</li> <li>• Easyjet</li> <li>• EAT</li> <li>• Tossed</li> <li>• Tesco</li> <li>• Itsu</li> <li>• Bartlett Mitchell</li> <li>• Elior</li> <li>• Benugo</li> <li>• CrussH</li> <li>• Shake Shack</li> <li>• Five Guys</li> </ul> | <ul style="list-style-type: none"> <li>• Jamie’s Italian</li> <li>• Mitchells &amp; Butlers</li> <li>• Pizza Express</li> <li>• Carluccios</li> <li>• Côte</li> <li>• Nandos</li> <li>• Drake &amp; Morgan</li> <li>• Whitbread</li> <li>• Loungers</li> <li>• JD Wetherspoon</li> <li>• Hilton</li> <li>• TGI Fridays</li> <li>• Pizza Hut</li> <li>• Las Iguanas</li> <li>• Yo! Sushi!</li> <li>• Fullers</li> <li>• Living Ventures</li> <li>• Oakman Inns</li> <li>• Wahaca</li> <li>• Cabana</li> <li>• Geronimo Inns</li> <li>• Pho</li> <li>• Greene King</li> <li>• Punch Taverns</li> </ul> | <ul style="list-style-type: none"> <li>• The Ledbury</li> <li>• La Gavroche</li> <li>• The Fat Duck</li> <li>• Mr Underhills</li> <li>• Le Manoir aux Quat’Saisons</li> <li>• Restaurant Gordon Ramsey</li> <li>• Alain Ducasse at the Dorchester</li> </ul> |
| Sector Signifiers                     | <ul style="list-style-type: none"> <li>• Majority of customers take away</li> <li>• Order is placed and paid for at the same time</li> <li>• Order received at point of sale</li> <li>• Eating from packaging</li> <li>• Eat at desk</li> <li>• Eat in park</li> <li>• Eat on the go</li> </ul>  | <ul style="list-style-type: none"> <li>• Majority of customers eat in restaurant/bar</li> <li>• Ordered at table or bar</li> <li>• Order paid by final bill (or at time of order)</li> <li>• Order delivered to your table</li> <li>• Sitting down at a table</li> <li>• Proper crockery and cutlery</li> <li>• Usual/Casual Dress (no tie)</li> <li>• Everyday but quality eating experience ie. non occasional</li> </ul>  | <ul style="list-style-type: none"> <li>• Eat in</li> <li>• Formal dress</li> <li>• Formal service</li> <li>• Special occasion</li> <li>• Pay at table</li> <li>• Substantial bill</li> </ul>   |
| Spend per head                        | <£10   | £10 – £25  | £25>   |
| Trade Show                            |  <p>Winner of Best Trade Show 2014</p>  <p>The contemporary food to go show<br/>19-20 September 2019<br/>ExCeL   LONDON</p> <p>Call Chrissie Smedley or Nicola Cowles on 01273 645137<br/>Email <a href="mailto:csmedley@divcom.co.uk">csmedley@divcom.co.uk</a><br/>Email <a href="mailto:ncowles@divcom.co.uk">ncowles@divcom.co.uk</a></p>                              |  <p>Winner of Best UK Trade Show under 2000m<sup>2</sup> 2014 &amp; 2015</p>  <p>27-28 FEBRUARY 2019<br/>ExCeL   LONDON</p> <p>Call Eva Ellis on 01273 645167<br/>Email <a href="mailto:eellis@divcom.co.uk">eellis@divcom.co.uk</a></p>   |  |