



| SECTOR | FOOD-TO-GO | CASUAL DINING | FINE DINING |
|---------------------------------------|---|--|--|
| Exhibitors will meet | <ul style="list-style-type: none"> • Multiple & Independent Cafés • Multiple & Independent Sandwich Shops • Multiple & Independent Coffee Shops • Supermarkets & Instores • Contract Caterers • Distribution & Wholesale • Travel Catering • Attractions/Education Catering | <ul style="list-style-type: none"> • Branded Restaurant Groups • Branded Pub Groups • Multiple Restaurant & Pub Groups • Independent Restaurants & Pubs • Hotel Restaurants & Bars • Contract Caterers | <ul style="list-style-type: none"> • “Posh” restaurants • Chef/Restaurateur • Often Michelin starred |
| Examples of key visitor/buying brands | <ul style="list-style-type: none"> • Pret a Manger • Subway • M&S • Waitrose • Caffé Nero • Starbucks • Virgin Trains • Compass • Sodexo • LSG Skychefs • Merlin Entertainments • LEON • Costa • Easyjet • EAT • Tossed • Tesco • Itsu • Bartlett Mitchell • Elixir • Benugo • CrussH • Shake Shack • Five Guys | <ul style="list-style-type: none"> • Jamie’s Italian • Mitchells & Butlers • Pizza Express • Carluccios • Côte • Nandos • Drake & Morgan • Whitbread • Loungers • JD Wetherspoon • Hilton • TGI Fridays • Pizza Hut • Las Iguanas • Yo! Sushi! • Fullers • Living Ventures • Oakman Inns • Wahaca • Cabana • Geronimo Inns • Pho • Greene King • Punch Taverns | <ul style="list-style-type: none"> • The Ledbury • La Gavroche • The Fat Duck • Mr Underhills • Le Manoir aux Quat’Saisons • Restaurant Gordon Ramsey • Alain Ducasse at the Dorchester |
| Sector Signifiers | <ul style="list-style-type: none"> • Majority of customers take away • Order is placed and paid for at the same time • Order received at point of sale • Eating from packaging • Eat at desk • Eat in park • Eat on the go | <ul style="list-style-type: none"> • Majority of customers eat in restaurant/bar • Ordered at table or bar • Order paid by final bill (or at time of order) • Order delivered to your table • Sitting down at a table • Proper crockery and cutlery • Usual/Casual Dress (no tie) • Everyday but quality eating experience ie. non occasional | <ul style="list-style-type: none"> • Eat in • Formal dress • Formal service • Special occasion • Pay at table • Substantial bill |
| Spend per head | <£10 | £10 – £25 | £25> |
| Trade Show |   <p>Winner of Best Trade Show 2014</p> <p>Call Chrissie Smedley or Nicola Cowles on 01273 645137 Email csmmedley@divcom.co.uk Email ncowles@divcom.co.uk</p> |   <p>Winner of Best UK Trade Show under 2000m² 2014 & 2015</p> <p>Call Eva Ellis on 01273 645167 Email eellis@divcom.co.uk</p> | |