

THE LARGEST CIRCULATED MAGAZINE TO THE BAKERY, COFFEE AND SANDWICH INDUSTRY

FEBRUARY 2014

OOH

OUT OF HOME MAGAZINE

I've got the flour!

Earn a crust
with flours
and breads!

**THE IT
CROWD**

Ca'puccino is
bringing Italian
sheen to the
UK scene



**WHAT AN UNSAVOURY
ATTITUDE!**

With muffins, cookies,
doughnuts and cakes



NEW HORIZONS

Horizons shares
its latest research
into café culture

INGREDIENTS

EQUIPMENT

BEVERAGES

PACKAGING AND
DISPOSABLES

FOOD



ESSENTIAL INFO

What? Casual Dining

Where? Business Design Centre, Islington

When? 26th and 27th February

More info: www.casualdiningshow.co.uk



Casual Dining 2014

The people behind the award-winning lunch! exhibition are set to launch a new trade show that brings together the £5bn UK casual dining sector

A major new trade show organised by Diversified Communications UK, the people behind the highly successful, award-winning lunch! exhibition, is set to take place at the Business Design Centre in London on the 26th and 27th February.

The launch of Casual Dining follows an extensive consultation process with leading industry operators and suppliers, which concluded that there was a significant gap for a dedicated trade show aimed at the highly successful casual dining market, in which the UK is rapidly becoming a world leader.

Chris Brazier, event manager of

Casual Dining, said that the launch comes as a direct response to feedback received from visitors and exhibitors at the lunch! show. "We have become very close to many of our exhibitors at lunch!, who have told us that there is a real need for a new show that reflects the specific needs of this crucial sector," he said.

"In many ways, it is similar to when we first launched lunch!, a sector that had previously been served by the Sandwich & Snack Show but which failed to keep up with the changes in the market. As many people have said during our research, it's one of those 'it's so obvious that you ask why hasn't it been done before' situations."

The concept behind the show is that the UK's high streets are dominated by well known casual dining brands, such as Carluccio's, PizzaExpress, wagamama, Strada, Nando's, Gourmet Burger Kitchen and Cotê, while traditional pubs across the country have increasingly shifted their focus to concentrate on providing a quality food offering, ranging from national brands such as The Slug and Lettuce, Wetherspoons and O'Neill's

to independents and gastro pubs. The sector is conservatively estimated to be worth at least £5bn.

The announcement has received universal support from leading industry operators, including Daniel Broude, group supply chain manager for Gondola Group, whose brands include Ask, PizzaExpress and Zizzi. He 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."

One of the main attractions will be the launch of the 2014 Casual Dining Interior Design Awards. Forming a central part of the show, the Awards will celebrate the best designed restaurants and pubs from across the UK. The entries will be judged by a distinguished panel of industry experts, which will be headed up by David Worthington, chairman of Designersblock and H&M Group and one of the leading design commentators in the UK.

"Great brand identity and design is crucial to any successful operator,

"The sector is conservatively estimated to be worth at least £5bn"



and these important new Awards will showcase the very best designed restaurants and pubs in the country," said Brazier. "They present a fantastic opportunity to recognise innovative operators and designers, and to celebrate the continuing success of the UK's casual dining market."

The Awards are divided into five categories: Best Designed Multiple Restaurant, Independent Restaurant, Multiple Branded Pub, Independent Pub and Multiple Unbranded Pub. All the shortlisted entries will be showcased in a dedicated Awards Gallery at the show, with the winners being announced at a dedicated reception on the afternoon of the 27th.

The event will, of course, also feature a high profile seminar and keynote programme running alongside a trade exhibition. The latter will be made up of around 150 handpicked companies that supply the broad range of innovative products required to run casual dining businesses, including food and drink, equipment, interior design, furniture, technology and table top.

The exhibition will include big names like Kimbo UK, Unox UK, Cheese Cellar, Disotto Foods, Magrini, Catering Design Group, JDM Foodgroup, Halton Foodservice, and True Food International. "We've been working very closely with key leading industry operators and suppliers and have been delighted with the wide scale support the show is receiving," said Brazier. "Their presence means that our visitors will enjoy an unrivalled showcase of innovative products – including food, drink, table top, equipment, furniture, interior design and technology – from 120 hand-picked companies."

Jens Hofma, CEO of Pizza Hut UK, Alex Reilley, MD of Loungers, Andrew Guy, CEO of Ed's Easy Diner, and Peter Martin, vice president of CGA Peach, are just some of the big name speakers who have been confirmed to host keynotes. As if their pedigree were in doubt, Hofma, Reilley, Guy and Martin all feature on Allegra Strategies' Top 100 Restaurant Who's Who List 2013.

The free keynote programme will also include sessions by Mark McCulloch, former head of marketing at YO! Sushi

"The UK leads the way in casual dining, and a dedicated trade show that brings together the sector is well overdue"

and Pret a Manger, Scott Elliott, director at CGA Peach, and Jason Katz, founding partner of Kings Park Capital, who will be discussing the role of private equity in the leisure sector. Essential market updates, meanwhile, will be provided by Peter Backman, managing director of Horizons, and Simon Stenning, foodservice strategy director for Allegra Strategies.

"We really are thrilled to be able to present our audience with such a strong keynote line-up for our first event," said Brazier. "Casual Dining will provide an exciting opportunity for our visitors to engage with, and gain valuable advice from, some of the most influential individuals within the casual dining sector. Their support has been invaluable and we are looking forward to a successful launch."

Glendola Leisure Group's group buyer Mark Bridge certainly agrees, as he said: "The UK leads the way in casual dining and a dedicated trade show that brings together, and offers inspiration and solutions for, this important sector is well overdue."