

# lunch! previews new products for 2014

With exhibition space filling up fast for the biggest ever edition of lunch! – the UK's premier trade event for the food-to-go sector, organiser Diversified Communications UK is returning to the Business Design Centre in London on 23-24 September, the multi-award winning show will feature 300 exhibiting companies showcasing a wealth of new food and drink products, packaging, equipment and technologies. Ten weeks out from the show, over 98% of available exhibition space is already sold out. Whilst visitor pre-registration is at record levels, with over 6,000 attendees expected.

New exhibitors for 2014 include Orchard House Foods, Coburg Coffee Company, Mexicana Cheese, Geeta's Foods, eco-friendly tableware supplier Little Cherry, Bib and Spoon (offering freshly made baby food to go), EPOSability, KAMERA (creators of OOb – the first brand to provide pearl tea in a ready-to-go format in the UK); and Krüst Bakery – currently one of the only European suppliers that who can produce Krüst-Cronuts (its take on Dominique Ansel's famous croissant-doughnut fusion, which took New York by storm last year) on a large scale. Already a big word-of-mouth success in Ireland, the Krüst-Cronut will be launching in the UK at lunch!

A new on-the-go solution for retail outlets eXpresso PLUS, will also making its show debut. Its range of drink dispense systems features leading hot beverage brands like Lavazza, Nescafe Milano, PG Tips, Cadbury, Clipper Teas and Twinings Tea.

Another leading name confirming its presence at the show for the first time is Cuisine Solutions. Set to be a big draw for many lunch! visitors, the Sous Vide specialists (who have never exhibited at any UK show before) will be demonstrating how its 'precise time and temperature technology' can benefit lunchtime retailers. Usually the preserve of Michelin-starred restaurants, their solutions include a new 58 hour cooked medium rare beef.

"The outstanding reputation that lunch! has is amazing. Everyone we asked said it was 'the best food-to-go show by far', and if we were going to exhibit anywhere it had to be at lunch!," says Jill Caseberry, co-founder of one of lunch!'s newest exhibitors Enhance Drinks. An innovative new British water-enhancing brand, the Enhance range includes Orange & Passion Fruit, Lemon & Lime, Strawberry & Kiwi, and Apple & Blackcurrant variants.

The following are other new products being showcased at the event in September:

- ❖ Around Noon Sandwiches' new launch is Artic Deli – a premium range of frozen, filled hot deli items (including croque monsieurs, paninis, wraps and burritos).
- ❖ Tri-Star Packaging's new innovations include 'curvy' deli pots range Tri-Pot™ and Handle-It, an ingenious one-fingered drinks carrier designed by packaging designer Alison Bateman.
- ❖ GrantCaffè is introducing its premium range of Dutch artisan roasted coffee blends to the UK market.
- ❖ Tanpopo Japanese Foods has added several new additions to its range, including grilled Salmon and Miso Ramen Noodle Soup and, a new vegetarian option, Bamboo & Shitake Mushroom Tom Yum.
- ❖ Brighton-based Balcony Tea is bringing a taste of the Mediterranean to lunch!, with its new range of artisan teas and herbal infusions.
- ❖ Sansu (the first company in the world to create fruit drinks using raw Yuzu juice) is promoting its recently launched Yuzu drinks range; available in Yuzu & Strawberry, Yuzu & Pear and Yuzu & Blueberry.



- ❖ Coffee shop cake specialist Cakesmiths has unveiled its answer to the more traditional round cake – with the launch of TrayCAKES. The range of deeper sponge based cakes, are pre-portioned and frozen to minimise waste.
- ❖ Sass is a feisty new addition to the UK's drink market from start-up The Sassy Drinks Co. Made with a blend of pure apple, passion fruit, grape and blood orange juice combined with seven botanicals, it can be enjoyed alone or as a tropical mixer for cocktails.
- ❖ Fresh from a complete rebrand, lunch! visitors will be the first to see Tom's Pies new look and individual Pie packaging. New products include Beef Madras Pie and a range of mini pies – available in Chicken & Herb, Steak & Ale, and Chicken & Ham.
- ❖ Glen Dimplex Professional Appliances will be demonstrating the latest in display refrigeration, with its new Lec Commercial bottle cooler range. The powerful Titan Commercial 6-burner range cooker, and Burco's popular range of Auto-fill filtration boilers will also be on show.

Show features include the Working lunch! Keynote Theatre, Innovation Challenge Live, Innovation Challenge Showcase, and the British Smoothie Championships. ◆