



THE FOODSERVICE SHOW

THE INGREDIENTS FOR SUCCESS



BIRMINGHAM
NEC | 22-23 JANUARY | 2019

AN HRC EVENT



INTRODUCING THE FIRST
DEDICATED EXHIBITION
BUYERS SCHEME

THE FOODSERVICE EVENT FOR 2019

The Ingredients for Success

Over the past decade, we've seen the foodservice market grow into the exciting, innovative and affluent £87bn industry it is today. This growth has seen it become the fourth largest contributor to the UK's economy, and it shows no sign of slowing.

Growth comes with its own challenges. The demands on product quality and an operator's time are greater than ever before. Today's buyer is expected to keep abreast of constant changes in consumer tastes, understand quality expectations, and have the commercial acumen to deliver on both, profitably.

To do this you need the right contacts, insights and understanding of the market. The Foodservice Show will deliver exactly that. Boasting compelling content, interactive features, leading industry insights and the sector's most exciting exhibitors, it will be unlike any other event in the sector.

The show has been meticulously designed to be the perfect one-stop shop for today's foodservice buyer. A must-visit for any business who supplies (or plans to supply) this ever-growing sector.

Whether you're an artisan butcher or a national foodservice supplier, The Foodservice Show provides a national platform to commercialise and truly show-off your products to the contacts that matter. With over 8,000 visitors expected, this is the event of 2019.

We're excited to announce The Foodservice Show will be the first event in the sector to feature an exclusive, dedicated Buyers Club: The HRC 200 Birmingham. The HRC 200 will bring together the country's leading foodservice procurement professionals, putting them in-front of over 220 exhibitors, ready to discover the innovations and ingredients for success.

The Foodservice Show invests in the fortunes of its exhibitors and the wider industry, because we all want to see the thriving foodservice market continue to innovate, excite and grow. We can't wait to see you there.

Ross Carter, Event Director – The Foodservice Show



co-located with



THE
Professional Kitchen Show
BIRMINGHAM
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Incorporating





“Food and drink is at the centre of every great hospitality experience.”

FOOD FOR THOUGHT

What to expect from
The Foodservice Show 2019



Who our visitors were:



28%
Restaurant



23%
Hotel



17%
Contract
Catering



12%
Pub/Bar/
Club



11%
Café/Fast
Food

9%
Other

The industry's **ONLY** hosted Buyers Club -
1,600 pre-arranged meetings,
getting you in front of our buyers

Based on the Great Hospitality Show 2017, which is being redesigned and relaunched as The Foodservice Show.

INTRODUCING THE BUYERS CLUB

An industry first that connects your business with the nation's leading procurement professionals.



What is the HRC 200 Birmingham Buyers Club?

The result of two years' worth of research, and investment in excess of £60,000, The Foodservice Show 2019 boasts an industry first, a dedicated buyers club. The HRC 200 Birmingham Buyers Club brings together 200 of the most influential procurement professionals in the foodservice and hospitality markets, to meet leading suppliers at a minimum of 8 prearranged appointments, guaranteeing you an audience with the biggest names in the industry.

How does the HRC 200 Birmingham Buyers Club work?

As an exhibitor at The Foodservice Show, you are invited to nominate a buyer you do not currently work with, who will be invited to become a Buyers Club member by you, through us.

The full list of Buyers Club members will then be announced in advance of The Foodservice Show, allowing you to connect with members and arrange meetings at the event.

What happens after The Foodservice Show?

The HRC 200 Birmingham Buyers Club isn't just a group of people who come to one event to buy, it's an ongoing opportunity. It provides a platform for the industry to share its thoughts on the future, drive product development, and even lobby for change.

The HRC 200 Birmingham Buyers Club will be the first edition of this club. From 2020 The Foodservice Show will form part of London's HRC exhibition (previously Hotelympia) and the Buyers Club will be expanded to 500 industry professionals.

- 200 market leading buyers dedicated to 8 meetings each
- No extra charge to exhibitors
- Managed and monitored through our meetings software



At the event Buyers Club members will be hosted by The Foodservice Show with 3 goals:

1

Meet with a minimum of 8 exhibitors to discover new products and key innovations

2

Attend seminars and workshops from industry leading commentators

3

Network with exhibitors and the wider industry at unique social events presented by The FSS

Buyers already confirmed:



AT YOUR SERVICE

How The Foodservice Show will get your brand in front of the biggest industry names...

TO START

Pre-show promotion and opportunities

Promotion via the brand new Foodservice Show website

Emails to our database of 100,000+ procurement professionals across the foodservice and hospitality markets

Pre-arrange meetings with key decision makers from our HRC 200 Buyers Club

Social media promotion across our channels

PR promotional pieces across industry trade magazines

Exclusive exhibitor day helping you to make the most of your time at the show

Inclusion in show preview posted to our industry database of 60,000

THE MAIN COURSE

At the show promotion

Meet with over 8,000 foodservice and hospitality professionals

1 X complimentary badge scanner worth £175 - to capture leads and measure ROI

Meet with decision makers from the industry's ONLY dedicated Buyers Club

TO FINISH

Post-show promotion

Show highlights hosted on The Foodservice Show website, and sent out to our full database

Support to build upon and further establish your new relationships with members of the HRC 200 Buyers Club



Discuss exhibiting or sponsorship opportunities

✉ david.fisher@freshmontgomery.co.uk ☎ 0207 886 3019

WHO WILL YOU MEET AT THE FOODSERVICE SHOW?

Expect to meet decision makers from...

Amadeus
AMUK Wholesale
Angel Hill Food co
Aramark JPMorgan
Ascot Racecourse
ASDA
Bartlett Mitchell
Beatons Tearooms
Bedstone independent
Boarding School
Berkeley Inns
Bermondsey Pub Company
Best Western Group
Betsi Cadwaladr
University Health Board
BFFF
Bidvest Catering Supplies
British Garden Centres
Broadland Pubs Limited
Capricorn Hotels

Cheltenham Ladies College
ChilledPubs
Cliftonville Hotel
Coast & Country Hotels
Colchester Zoo
Compass UK & Ireland
Coombe Abbey Hotel
Crest Hotels
CW Aparthotels
Delaware North -
Wembley Stadium
Dicks Smokehouse
DoubleTree by Hilton
Drayton Manor Park &
Hotel
Elior
Elite Hotels
Everton Football Club
Exclusive Hotels
Gadlys hotel

Harvey Nichols
Hawthorns Retirement
Home
Hilton Hotels
Historic House Hotels
HM Prison Service
Holiday Inn
House of Commons
House of Lords
JW Lees & Co
KMC Food Group
Las Iguanas / La Tasca
Le Friquet Hotel
Levy Restaurants
Lexington Catering
Liverpool Football Club
Loughborough University
Malmaison Hotel Du Vin
Manchester Airports
Group

Marco Pierre White
Steakhouse Bar and Grill
Marriott
Merlins Catering Limited
Metro Inns
Millennium & Copthorne
Group
Ministry of Defence
Mitchells and Butler
NEC Amadeus
Oxford Fine Dining
Posh Nosh Event Catering
Punch Taverns
RAI Amsterdam
Royal Air Force
Sodexo
St Andrews Healthcare
Tesco Family Dining
The Edgbaston Hotel

The Grove Hotel
The Ivy Collection
The Lancaster London
The Lane Restaurant
Waitrose
Waterfall Catering
Whitbread - Costa
Wm Morrisons
Supermarkets

CO-LOCATED WITH



INCORPORATING



Based on the Great Hospitality Show 2017, which is being redesigned and relaunched as The Foodservice Show.

WHAT ARE OUR VISITORS LOOKING FOR?



Raw materials and fresh ingredients



Stocks, sauces and marinades



Alcoholic beverages



Non-Alcoholic beverages



Single serve items



Frozen foods



Ambient goods



Grab-and-go products



Baked goods



Dairy products



Meat & Fish

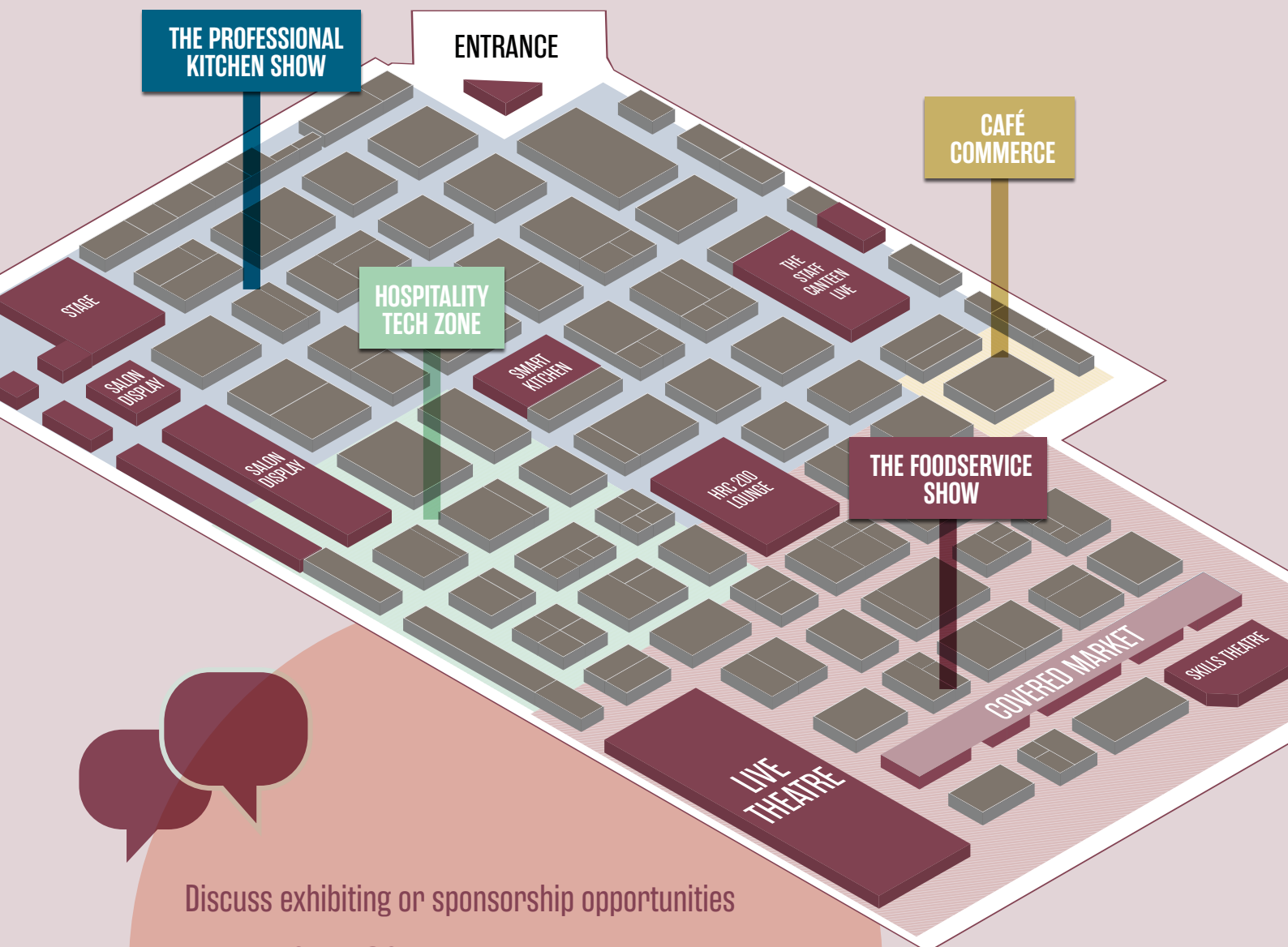


Hot drinks

JOIN US IN 2019

COSTS TO EXHIBIT	SHOW PERIOD 2019-2020	SPACE ONLY PER m ² RATE	SHELL SCHEME PER m ² RATE
EARLY BIRD RATE ENDS 30TH JULY 2018	1 SHOW	£315	£381
	2 SHOWS*	£307	£373
	3 SHOWS*	£300	£366
STANDARD RATE FROM 31ST JULY 2018	1 SHOW	£340	£406
	2 SHOWS*	£332	£398
	3 SHOW*	£323	£389

*When booking with ScotHot / HRC



Discuss exhibiting or sponsorship opportunities

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☎ 0207 886 3019

"The show has traditionally been a great place for us to meet quality leads and network with the chef community. We're tremendously excited for the 2019 event, to showcase our class-leading range and introduce chefs to some exclusive new products."

Lucy Wright, Brand Manager,
Essential Cuisine

"We are exhibiting at The Foodservice Show Birmingham as this is the perfect platform to meet with chefs and F&B managers, and to launch our new Nutella 1kg Piping Bag!"

Zareen Deboo, Foodservice Operators Manager,
Ferrero UK & Ireland

"We are looking forward to The Foodservice Show Birmingham. The new hosted buyer programme will ensure we meet key contacts and exhibiting helps to fly the flag for Ecopure Waters among the most influential food buyers in the country!"

Karen Cripps, Business Development Manager,
EcoPure Waters



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