

Casual Dining trade show in London 2014

Key brands commit to new Casual Dining trade show



Momentum continues to build for Casual Dining – the first dedicated trade exhibition for the UK’s £6.6 billion casual dining market – as a host of leading industry suppliers add their names to inaugural exhibitor list. A major new event from Diversified Business Communications, Casual Dining, will launch next year at London’s Business Design Centre on the 26th to 27th February 2014.

Casual Dining’s Group Event Manager Chris Brazier believes the strong exhibitor uptake, which already includes confirmed bookings by big names like Kimbo UK, Unox UK, Cheese Cellar, Disotto Foods, Magrini, Catering Design Group, JDM Foodgroup, Halton Foodservice, and True Food International, reflects how seriously companies serving the casual dining sector are taking the new show.

“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,” says Brazier. “With new exhibitors coming on board each week, 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.”



“And it’s not just the exhibitors that are getting behind this concept,” he adds, “many leading casual dining outlets – including popular high-street names like Ask, PizzaExpress, Zizzi, Prezzo, Chimichanga, Pizza Hut and Carluccio’s – intend to send their buyers and specifiers to the launch next February.”

The Handmade Cake Company; Robot Coupe (UK); Alan Nuttall, Invest Northern Ireland, Karimix, Nelson Catering Equipment, Redemption Food, Metro Drinks, Soulful Food and Spikommat – Skewers are just a few more recent additions to Casual Dining’s diverse menu of founding exhibitors.

Although far from immune to the effects of the global recession of latter years, the casual dining market (which encompasses everything from full-service branded chains like Wagamama and Coté, fast-casual outlets like Nando’s, and managed pub restaurants like JD

Wetherspoon and Mitchells & Butlers, to thousands of independent gastro-pubs and in-house restaurants), has enjoyed strong growth compared to other areas of the hospitality sector. Managed pub restaurants, for example, now hold a 22% share of the UK’s eating out market (up from 18% in 2008); a figure foodservice analyst Horizons forecast it to rise to 26% by 2016.

Flexible, convenient and affordable, casual dining outlets provide their patrons an effective way to indulge without it impacting their social lives. Given that many diners would rather cut the cost than the frequency of eating out, it’s a trend that certainly looks set to continue. Making Diversified UK’s new Casual Dining show a timely opportunity to showcase the best that this important market has to offer.

Suzanne Jackson, executive director of the Hospitality Guild, welcomes the launch, saying: “The casual dining sector is a significant contributor to the hospitality industry offering career opportunities, professional development and growth for the British economy. A dedicated and relevant show inspiring further innovation for our restaurants and pubs is to be highly commended.”

“Casual dining brands have revolutionized the UK eating out market over the last 15 years. We may have learnt the business from our American cousins, but now the best British operators are setting the standards both here and abroad. The time has come for a dedicated trade show that meets the needs of this dynamic sector,” agrees Peach Factory’s CEO, Peter Martin.

Casual Dining will take place at the Business Design Centre in Islington, London, on 26th to 27th February 2014. For further information, please visit www.casualdiningshow.co.uk. ♦

