

EXCITING NEW TRADE SHOW FOR FOOD, DRINK AND CATERING BUYERS

Monday 21st – Tuesday 22nd April 2008 (Exeter)



The **Taste of the West Trade Show 2008** will be the perfect platform for **public procurement, food service and retail buyers** across the UK food industry to respond to increased consumer and stakeholder demand for **seasonal, quality British produce**.

As the UK's foremost food and drink producing region, trade buyers can look forward to **developing relationships** with the South West's finest food and drink producers, all in one location. Exhibitors range from established businesses supplying **nationwide outlets** – for example Combe Farm Wholesale will be showing their **Yeo Valley** yoghurt range – to smaller home industries looking to expand their customer base. Other exhibitors include **Cornish Sea Salt Co**, Luscombe Organic Drinks, **Quickes Traditional**, Lyme Bay Winery, **Olives et Al**, St Austell Brewery Ltd, **Dorset Cereals**, Gamers Cider and many more.

With such a wide variety of mainstream and regional producers exhibiting, the Show will provide a truly unique buying opportunity for **retail buyers** (from farm shops to delicatessens and tourist attractions to supermarkets), the **food service sector** (cafes, restaurants and hotels) and **procurement buyers** (schools, hospitals, prisons) representing the public sector.

John Sheaves, Chief Executive, Taste of the West, said '*Increasing consumer demand for local and regional products is directly resulting in retail, foodservice and procurement trade buyers contacting Taste of the West for help and information. Taste of the West is therefore delighted to be working with Hale Events in the organisation of such a focussed trade event that will bring buyers and suppliers from all over the UK together over 2 days, helping create the key relationships necessary to effectively satisfy changing consumer demands for UK origin produce.*'

More/see over...

Buyers will have the opportunity to **sample** some of the region's finest products such as **beef, lamb** and **pork** and its justly famous **dairy products**, including traditional cheese and premium ice-cream products. Also on show will be a wide selection of **fine wines**, liqueurs, handmade biscuits, luxury chocolates, pickles and **preserves**, jams, wild honey and, of course, the region's fish and **shellfish** offerings, in addition to other local produce.

With such exceptional produce all within one hall, making a visit manageable in one day, visitors will experience not only the **rich variety of foods** produced in this special part of the country, but the common commitment of so many of the region's producers to offering their customers food of **consistently high quality**.

A full **seminar programme** will run throughout the 2 days, where exhibitors and buyers will benefit from expert knowledge and learn about subjects such as sustainable packaging, exporting and market insights. Please visit www.tasteofthewesttradeshow.co.uk nearer the time for full details and timings.

Mike Anderson of Hale Events, said '*We look forward to working closely with Taste of the West to establish the show as a high quality and broad-based food and drink event for the trade buyer, no matter which area of the industry they are involved in.*'

REGISTRATION

The Taste of the West Trade Show is for trade buyers only who can register online to receive pre-show information and a free entry badge, with Taste of the West members receiving a preferential exhibition rate. Visit www.tasteofthewesttradeshow.co.uk for more information.

Ends

Notes to Editors

FACT FILE

WHAT:	Taste of the West Trade Show 2008	
WHEN:	Monday 21-Tuesday 22 April 2008	
WHERE:	Westpoint Exhibition Centre, Exeter	
CONTACT:	Hale Events Ltd	
TEL:	01934 733 433	
FAX:	01934 733 233	
E-MAIL:	mail@hale-events.ltd.uk	
WEB:	www.tasteofthewesttradeshow.co.uk	
OPENING TIMES:	Monday 21 April	10.00 – 18.00
	Tuesday 22 April	10.00 – 17.00
PRE-REGISTRATION:	Open to trade visitors only. Trade buyers can register free at: www.tasteofthewesttradeshow.co.uk	

More/see over...

Taste of the West

Established in 1991, Taste of the West provides key support for the economic development of the Food and Drink industry throughout the South West - from Gloucestershire and Somerset through to Wiltshire, Dorset, Devon and Cornwall. Taste of the West represents over 750 member businesses across a wide variety of product sectors - from producers and processors to retailers and caterers plus associated businesses.

For more information, please visit www.tasteofthewest.co.uk

Hale Events

The Taste of the West Trade Show is organised by Hale Events Ltd and replaces the successful SELECT Food and Drink exhibition, which has taken place for the last two years at Westpoint, Exeter.

For more information, please visit www.tasteofthewesttradeshow.co.uk

For more information, interviews or product images, please contact Alexis Thornely at One Voice Media & PR on 01392 278801 / 077955 64211 or email pr@onevoicemedia.co.uk

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