



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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United Kingdom

Promotion Opportunities

2000

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Report Highlights:

With a view to ensuring effective and targeted promotion for U.S. companies, this report reviews the relative merits of UK food trade shows and other promotional opportunities open to U.S. companies in the next 12-18 months.

Includes PSD changes: No
Includes Trade Matrix: No
Quarterly Report
London [UK1], UK

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None known at this time

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Disclaimer:

The promotional activities listed are provided for informational purposes only. The views regarding trade shows expressed in this report are intended to illustrate the general effectiveness of participation for U.S. companies. It must be noted that there will always be exceptions depending on the product in question. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

SECTION I. TRADE SHOWS**2000**

Oct 1-3 Restaurant Show, Olympia, London
Contact: Quantum Exhibitions
Tel: 011 44 20 8565 4200 Fax: 011 44 20 8565 4480
Web site: www.restaurantshow.co.uk

The Restaurant Show, now in its 12th year, combines over 400 exhibitors displaying everything from fine foods and wines to equipment, tableware and other specialist services for this sector of the foodservice trade. The Restaurant Show is the UK's premier trade event devoted to fine dining, and is organized by restaurateurs for all those in the restaurant industry. Visitors include restaurant proprietors, chefs, restaurant managers, front of house managers and sommeliers.

Oct 5-8 International Festival of Fine Wine & Food, Olympia, London
Contact: IIR Exhibitions Ltd
Tel: 011 44 20 7453 5367 Fax: 011 44 7453 5302
Web site: www.festivaloffinewineandfood.co.uk

Although this is a consumer show, it can be a useful medium for promotion of U.S. specialty food products and fine wines. It is the UK's longest-running and widest-reaching consumer gourmet food and wine festival, with 70% of visitors being AB social grade. It is helpful to already have a UK distributor before exhibiting at this show, however, visitors and exhibitors at the show include delicatessen and fine food retailers and distributors, and beneficial contacts can be made. It is permitted to sell your products from your stand and with the visitor profile being high-earners and high-spenders (average spend per visitor in 1999 was \$125) it is possible to re-coup much of the stand cost. Should you have wine from California to promote, there is normally a pavilion organized by the Wine Institute of California at this event. Further details can be obtained from:

Wine Institute of California, Vigilant House, 120 Wilton Road London SW1V 1JZ
Tel: 011 44 20 7630 9101 Fax: 011 44 20 7630 9346 E-mail: california.wine@virgin.net
Contact: Mr. John McLaren/Ms. Venla Freeman

Oct 11-12 **Organex**, Olympia, London
Contact: Tarsus Organex Ltd
Tel: 011 44 1494 730677 Fax: 011 44 1494 730688
Web site: www.organex.net

Organex, formerly V&O Expo, is the UK's only trade show dedicated solely to organic food and drink products. V&O Expo previously ran successfully for two years at a smaller venue and has grown into Organex (double in size in 2000) to be held in the larger Olympia venue. The show includes a featured area for organic ingredients to cater for those UK manufacturers trying to find organic ingredients to complete a composite organic product. Also, a vegetarian showcase to highlight the growing market of meat free food. The organizers have specifically aimed to attract predominantly major multiple retail buyers at this year's event and are now stating that buyers from all the UK's top supermarkets have now registered to attend.

Oct 29-31 **Quick Service Catering Show**, Olympia, London
Dewberry Boyes Ltd
Tel: 011 44 1322 270110 Fax: 011 44 1474 323949

Quick Service Catering is a new and dynamic show for a rapidly growing area of the UK foodservice market - the fast food sector. The projected 10,000 buyers will include personnel from catering franchises, burger bars, cinemas, contract caterers, snack/sandwich bars, vending operators, gas forecourts and leisure centers. This is the only UK trade show to cater for the quick service catering sector. The organizer also publishes a magazine called Quick Service Catering which is a very informative publication showing real insight into this young and growing market. Given the show organizer's experience in this market, the event promises to deliver all that it sets out to do and more.

2001

Mar 25-28 **USDA ENDORSED SHOW - IFE 2001** - International Food & Drink Exhibition, Excel Docklands, London
Contact: Gill Jefferson, Fresh RM Tel: 011 44 20 7886 3000
Fax: 011 44 20 7886 3001 Web site: www.ife.co.uk

U.S. Agent: Bob Chang, Commerce Tours International Inc.
Tel: (415) 433 3072 Fax: (415) 433 2820
E-mail: Comtours@aol.com

IFE is the UK's leading food and drink trade exhibition. The next event in March 2001 promises to be bigger and better with the plan to hold it, at the soon to be completed, state-of-the-art, ExCeL Docklands Exhibition Centre. IFE '99 attracted 38,000 visitors, with 11% attendance from overseas buyers. The biennial event includes a U.S. Pavilion which normally has around 25-30 U.S. companies participating. There is also an Organic Pavilion and Specialty Foods section. This is a USDA endorsed show on account of its reputation for attracting UK buyers from key sectors of interest to U.S. companies - importers, retailers and foodservice buyers. It is particularly useful for new-to-market companies with shelf-stable or frozen grocery products. Participation in the U.S. Pavilion provides added benefits to the U.S. company with the provision of business lounge, and

FAS/USDA staff on hand to ensure contacts are made and arrangements smooth. USDA London also holds a reception for U.S. Pavilion participants to facilitate contact with the UK trade.

April 22-23 **Natural Products Europe**, Olympia, London
Contact: Full Moon Communications Ltd Tel: 011 44 1903 817301
Fax: 011 44 1903 817311 Web site: www.naturalproducts.co.uk

This will be the fifth event for Natural Products Europe. In response to the UK consumers' increasing interest in all things natural/organic and in healthy eating/living in general, Natural Products Europe has grown from a small show held in a hotel conference venue, to for the first time this year the Grand Hall, Olympia, London.

This is a show to reach UK buyers from health/natural food stores, independent grocers and multiple retailers wishing to source natural/organic food products. The show also covers vitamins, supplements, sports products, herbal remedies, alternative therapies etc. The show is predominately useful for U.S. companies specifically targeting the health/natural food store market and wishing to find an importer covering this area of distribution.

May 22-24 **London International Wine Trade Fair**, Olympia, London
Contact: Brintex Ltd Tel: 011 44 20 7973 6401 Fax: 011 44 20 7233 5056
Web site: www.londonwinefair.com

Billed as arguably the most important annual trade exhibition for the wine and spirits business, the London International Wine Trade Fair has been running for eighteen years. Exhibiting at this show gives exposure to UK buyers for both the on-trade (restaurants, hotels, pubs, etc.) and the off-trade (supermarkets, retail off-license chains, independent off-licenses etc.). Around 800 exhibitors participate, representing every major wine producing nation. Should you have wine from California to promote, there is a pavilion organized by the Wine Institute of California at this event. Further details can be obtained from:

Wine Institute of California, Vigilant House, 120 Wilton Road London SW1V 1JZ
Tel: +44 20 7630 9101 Fax: +44 20 7630 9346 E-mail: california.wine@virgin.net
Contact: Mr. John McLaren/Ms. Venla Freeman

June 17-19 **Ethnic Food Show**, NEC, Birmingham
Contact: Fresh RM Tel: 011 44 20 7886 3000 Fax: 011 44 20 7886 3001
Web site: www.freshrm.co.uk

U.S. companies with Chinese, Indian, Caribbean, Cajun/Creole, Tex-Mex and Kosher products will find this show a useful forum for gaining further distribution in the UK market. The 2000 event will be the UK's third Ethnic Food Show, and is expected to include 250 exhibitors and attract 8,000 catering, retail and wholesale buyers. The Birmingham location, with its relatively high population of Asians, gives the show a slightly regional focus. It is more beneficial to have already found a UK importer before exhibiting at this show. Please note, there is also a London alternative to this show which is held in September.

Sept **Fine Food Fair 2000 & Conference**, Novotel Hammersmith, London
date tbc Fine Food Fairs Ltd Tel: 011 44 1963 371271 Fax: 011 44 1963 371270
 Web site: www.finefoodfair.co.uk E-mail: bob.farrand@btinternet.com

Geared to small producers/cottage type industries, this show is designed to showcase specialty food to UK delicatessens, food halls and fine food stores. It is aimed to be affordable for the smaller company, with the option of just 2x1 meter stands for a very reasonable amount of money. The show was launched by The Guild of Fine Food Retailers in July 1996 and has evolved annually to include a conference which attracts a high caliber of visitor. The show may prove useful for exporters to meet contacts from up-market UK retail outlets, and exploring possibility of sending smaller orders in consolidated shipments with other U.S. companies.

Nov 5-7 **USDA ENDORSED SHOW - FIE 2001** - Food Ingredients Europe, London
 For U.S. Pavilion contact:
 Teresina Chin, USDA Trade Show Office, Washington D.C.
 E-mail: Chin@fas.usda.gov Tel: (202) 720 9423 Fax: (202) 690 4374

FIE - Food Ingredients Europe is a rotating show through Paris, Frankfurt and London. The last FIE took place in 1997, and was a great success for the 40 U.S. companies who exhibited on the U.S. Pavilion. This show really focuses on the colors, flavors, emulsifiers, stabilizers, and other raw ingredients market, and attracts quality buyers from both the considerable UK manufacturing market and from around Europe.

SECTION II. RETAIL IN-STORE PROMOTIONS

Harrods Thanksgiving Promotion November 2000

Harrods - the famous London department store is planning a U.S. in-store promotion for Thanksgiving. Harrods is pre-selecting a range of U.S. products to be featured for 2-3 weeks starting from the beginning of November 2000, with the possibility of line retention depending on sales. This promotion is open to all U.S. companies and is coordinated through the State Regional Trade Groups - WUSATA, SUSTA, MIATCO and FoodExport USA Northeast (formerly EUSAFEC). U.S. companies wishing to explore this promotional opportunity should contact:

Ms. Vel Vengco, Director of Export Development
Eastern U.S. Agriculture & Food Export Council (EUSAFEC)
Tel: (215) 829-9111 Fax: (215) 829 9777 E-mail: evengco@foodexportusa.org

SECTION III. HOTEL, RESTAURANT, INSTITUTIONAL PROMOTIONS

There are no known events at this time.

SECTION IV. OTHER PROMOTIONAL ACTIVITIES

Waitrose Magazine American Focus November 2000

Waitrose, the up-scale supermarket grocery chain with 120 stores predominately in the South East of England, has recently joined forces with Food Illustrated magazine to bring an attractive magazine offering to its customers. The magazine is available for purchase within Waitrose stores and larger stationery chains such as W.H. Smith. The USDA London office is coordinating a 30 page American section within the November issue of Waitrose Food Illustrated magazine. There is also the likelihood of an in-store promotion linked to the Thanksgiving holiday.

This may be of interest to Cooperators, State Departments of Agriculture and State Regional Trade Associations for generic advertising of their area. It is also open to U.S. companies whose products are already being sold in Waitrose. Costs are to be shared equally among participants and are in the region of \$5,000 per page.

Please contact Michael Conlon at: ConlonM@fas.usda.gov , or Tel: 011 44 20 7894 0040
Fax: 011 44 20 7894 0031 if you are interested in receiving more information.

The Grocer USA Supplement

USDA London are working with William Reed Publishing Ltd. to publish a special supplement to the Grocer, devoted to the food and drink products from the United States, to coincide with the Thanksgiving Holiday issue - Saturday, November 25, 2000. The supplement will have an initial impact on Thanksgiving in the UK and can provide long term promotional opportunities.

The Grocer, established in 1862, is considered the bible of the UK food and beverage industry. It is a weekly publication and has a readership of over 200,000. Subscribers are importers, supermarkets, convenience stores, symbol groups, wholesalers, cash and carries and UK manufactures. To put its importance in perspective, Sainsbury Supermarkets insist every store manager receives a weekly copy.

We plan to distribute the supplement to the full Grocer circulation plus additional run-ons for promotional use at events such as the IFE show in March, 2001. The cost of the supplement is dependent upon the size and type of advertisement/editorial content and the number of participants interested in the supplement.

If you are interested in this project, please contact:

Mike Conlon, Agricultural Attache at the U.S. Embassy/London
Tel: 011 20 7894 0040 Fax 011 20 7894 0031 E-mail conlonm@fas.usda.gov
or Lorraine Hendle/Dan Richardson at William Reed Publications
Tel: 011 44 1293 613 400 Fax: 011 44 1293 610 340

SECTION V. POST CONTACT INFORMATION

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