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DEFENDING PROFITS @ SHOP 2008

-The CSNA to guide retailers through major legislative changes @ SHOP '08-

Dealing with major legislative changes, regarding the sale of alcohol in retail outlets nation wide, will be a main focal point of this year's SHOP exhibition (RDS, 29th Sept - 1st Oct). Practical and manageable advice on how retailers can adapt to these changes internally whilst maintaining favourable customer relations will be at the forefront of a series of educational demonstrations and seminars at the event.

Presented in association with the Convenience Stores and Newsagents Association (CSNA), the hugely popular Virtual SHOP feature will offer a number of practical demonstrations and workshops offering advice and top tips on how to deal with business in the current climate and continue to maximise profits.

CEO of the CSNA, Vincent Jennings says:

"With changes in both alcohol and tobacco legislation, the CSNA Shop @ SHOP 2008, will be aimed at giving retailers real and meaningful advice on how to make their business as profitable and successful as possible while managing the changes which have been enforced. The CSNA will aim to assist and guide retailers through these changes with as little upheaval as possible to their staff, customers and profits."

"In today's increasingly competitive and changing retailing environment we feel it is hugely important that retailers arm themselves with as much information as possible in order to keep their business as successful as possible. The organisers of SHOP have understood this and delivered a way to absorb a lot of important information in a practical and memorable way. Retailers will learn a lot from this aspect of the event."

Following the introduction of more restrictive sales hours regarding alcohol, retailers will be facing particular challenges including the ability to corner off or restrict the alcohol area of the premises and create appropriate signage to indicate to customers when the area is closed in an effort to prevent any unnecessary confrontations.

Joint Managing Director of EXPO Events, Garret Buckley says:

"SHOP is much more than a great networking and sales opportunity; it is a library of information aiming to anticipate what retailers in the industry need as they develop their

businesses in line with industry trends, legislative amendments and competitive challenges. This year in particular will be most relevant to the legislative amendments given the recent alcohol sales restrictions. At SHOP we will provide exhibitors with the most relevant and up-to-date information to ensure that industry professionals are well ahead of the game."

An innovative "must see" for those in the retail food and drink sector, the CSNA Defending your Shop @ SHOP has also been designed to demonstrate how to maximize profits through attention to display techniques and systems, merchandising, marketing and sales tools and the best use of space. This unique feature offers specialised guidance on how to make the most of your shop space by providing practical demonstrations and advice from industry experts.

Designed for those in the Retail, Food and Drink sector to develop new business, launch new products and network, SHOP (which sees the merger of two of Irelands most well-established trade shows IFEX and Forecourt), welcomed 4,000 focused buyers and decision-makers last year including Multiples Buyers, Forecourt & Retail outlets, Independent Retailers, Convenience stores, Symbol Group Buyers, Supermarkets, Wholesalers and Delis

Further information on the series of seminars and workshops can be viewed on www.shopexhibition.com

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EDITORS NOTES:

With 250 exhibitors registered this year, SHOP devotes an entire section (300 sq. m) to the County Enterprise Boards as a showcase for ingenuity and innovation in food and drink on a local level - a section that has proved hugely popular at the event last year and will this year represent 23 Enterprise Boards bringing a mix of 55 businesses alone, an increase of 20% on last years turn out.

SHOP 2008 has enjoyed the international seal of approval with the announcement that both the World Cheese Awards and the Guild of Fine Foods will feature at the event this year. The World Cheese Awards is the largest international cheese competition in the world. Established since 1988, this will be the first time it is staged outside of the UK. As the 'cheese Olympics' the decision was made to stage in foreign locations and the first port of call was Dublin. Over 70 retailers from the UK, Europe, USA and beyond will judge

almost alongside the cream of the Irish cheese trade on the first day of SHOP (Wed 1st Oct) with last year seeing a massive 2,000 cheeses tasted! The Supreme Champion will be announced on the last day of the show at an official Awards ceremony.

SHOP will also welcome the return of the prestigious National Organic Awards for its second year. Organised by Bord Bia and the Department of Agriculture, Fisheries and Food, the awards will celebrate innovation and excellence of products across the organic Food and Drinks range. Organic award-winners will be announced on the 29th September, the opening day of SHOP 2008.

This years SHOP will once again build its record of success with a host of seminars and initiatives both recognising and promoting innovation across the industry including the CSNA Profit Shop @ SHOP (Convenience Stores and Newsagents Association), which advises and demonstrates how retailers can maximise their profits and the Irish Chapter of the Speciality Coffee Association will host the National Cupping demonstrations which challenges the tastebuds of coffee experts throughout the country.

The event will also host its prestigious Product of the Show Awards which has proved a launch-pad for smaller businesses/new products into the market limelight over the years.