



21st July 2008

THE GOURMET TASTE OF SHOP!

- SHOP introduces The Great Taste Gourmet Food Hall from the UK's Guild of Fine Foods

SHOP 2008 has yet again put together a display of innovation and industry prowess as The Great Taste Gourmet Food Hall is brought to this year's event by the prestigious Guild of Fine Food. The SHOP event - RDS, 29th Sept - 1st Oct - represents Ireland's largest food and drink exhibition, playing host to industry leaders in the retail and convenience food sectors while also showcasing the latest products and trends.

The Great Taste Gourmet Food Hall is an exciting new feature created for SHOP by the Guild of Fine Food, the UK-based trade body for independent fine food stores and speciality food suppliers. As the organiser of the Great Taste Awards - the benchmark for quality products in the fine food sector - the Guild will be serving up a selection of the very best speciality producers from Britain and beyond, who are keen to secure listings and build relationships in Ireland.

Cheese, condiments, preserves, chocolates, patés, olives, olive oils, soups and cakes are just a taste of the array of products that will be displayed for the first time in this new section at SHOP, giving buyers a chance to meet new producers and discover exceptional foods, offering a clear point of difference.

Director of the Guild of Fine Food, John Farrand, says:

"Our introduction of The Great Taste Gourmet Food Hall shows that we appreciate the growing importance of speciality foods in the Irish market. Through the Great Taste Awards we have already helped introduce some of Ireland's best fine food producers to UK buyers. The food hall is our chance to introduce some of the best British and continental suppliers to retailers, chefs and consumers in Ireland."

Industry buyers and decision makers will not only be treated to an abundance of top quality foods from Britain, but the Guild have also confirmed exhibitors from as far a field as Australia and Holland. Australian Harvest, a first-time exhibitor at this type of event, will showcase its BIO-GRAPE range of delicious functional foods, complimenting its existing range of liquored fruits and panforte, nougat, rich jellies, pastes, jams, sauces, mustards and olives.

Also contributing to this top quality section at SHOP is Euro Commodity Trading. The company is the sole supplier in the UK and Ireland of the highest quality farmed caviar.

Through the addition of The Great Taste Gourmet Food Hall to SHOP, The Guild of Fine Food will be adding enormous potential to the event's networking possibilities. Industry buyers and retailers will have access to over 40 stands in the new area, hosted by award-winning speciality food producers. Hugely reputable companies attending will include pâté maker Patchwork, wholesale distributor Sheridans, Silver & Green, an up and coming supplier of olives and sun dried tomatoes, Terra Rossa, a Jordanian olive oil company, top condiment maker Tracklements, Atkins & Potts, More than Gourmet and Dutch company Koppertcress.

Joint Managing Director of EXPO Events, Garret Buckley says:

"We are greatly proud to make this announcement. The Guild of Fine Food has been a great supporter of SHOP for a number of years and it is fantastic to see the relationship develop to a level where they have introduced prestigious features such as the Great Taste Food Hall and the World Cheese Awards.

This level of support and affirmation from the Guild of Fine Food takes this already established event to a whole new international level. SHOP is much more than a great networking and sales opportunity; it is a library of information aiming to anticipate what retailers and marketers in the industry need as they develop their businesses in line with industry trends, legislative amendments and competitive challenges".

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 Ireland's most well-established trade shows IFEX and Forecourt), expects to welcome approximately 5,000 focused buyers and decision-makers to this year's show 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

- Ends -

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EDITORS NOTES:

SHOP places particular emphasis on the provision of information and education to the sector by means of a series of seminars, workshops and initiatives with key industry associations such as: Convenience Stores and Newsagents Association (CSNA), POPAI -

the retail marketing trade association (UK & Ireland), Irish Petrol Retailers Association, the Specialist Coffee Association of Europe (SCAE) and more.

SHOP 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

Building on its reputation of excellence SHOP once again presents a menu of initiatives both recognising and promoting innovation across the industry including and the **Irish Chapter of the Speciality Coffee Association**, which will stage the National Cupping Competition challenging the taste buds of coffee experts throughout the country.

SHOP 2008 will also welcome the **World Cheese Awards**, on Irish shores for the first time ever. The **Great Taste Gourmet Food Hall** organised by The Guild of Fine Food will also be making its inaugural appearance at the event.