



**FOR IMMEDIATE RELEASE
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Successful Hospitality 2011 Sees Healthy Audience Growth

The industry came together en masse this week to enjoy a tremendously successful Hospitality 2011. Exhibitors and visitors alike were quick to heap praise on the event which saw a healthy 8% * increase in visitors.

New cutting edge catering equipment, food & drink products, as well as tableware and technology was on show, perfectly complementing the programme of inspirational attractions and exhibitor innovation taking place throughout the three day event at Birmingham's NEC.

A new addition for 2011 was the Business Mentor Sessions allowing visitors unprecedented one-to-one access to established operators. The fully subscribed sessions were hailed as an overwhelming success, with crowds spilling onto the aisles.

Toby Wand, Group Event Director, Fresh RM said: "People have been flocking from all over the UK to attend Hospitality and we're delighted with the result – a vibrant show, buzzing with the very best kind of buyer and seller interaction. There was a unique appearance from the English, Welsh and Scottish culinary teams competing at La Parade des Chefs, as well as a packed Business Seminar Theatre featuring Channel Five's Hotel Inspector Alex Polizzi and celebrity chef Silvena Rowe."

"Exhibitor and visitor feedback has been extremely positive and we're pleased that we have been successful in delivering the visitor numbers to create a great show that the hospitality industry so richly deserves. I believe the show has provided a

necessary boost – in what are still challenging times – helping the industry to build a better business.”

Michael Godfrey, Executive Head Chef, Eton College said: “What a wonderful show, great venue, some great companies to see, and really can’t wait for the next one!”

ENDS

*Subject to audit by the Audit Bureau of Circulation.

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