BBC Good Food Shows Autumn 2013

Thursday 5 December, 2013

The closing of the BBC Good Food Show Winter on Sunday marked the end of the first show season for new business venture River Street Events. The Scotland, London and flagship Winter shows pulled in a remarkable total of 129,000 visitors, were backed by 40 key sponsors including Tesco finest*, Belling and Hardys, and hosted 391 sessions by chefs and experts including TV favourites **Paul Hollywood, Mary Berry, James Martin, John Torode and Gregg Wallace over 11 show days.**

941 exhibitors from across the country and overseas sold local, regional and artisan produce, kitchen appliances and gadgets. Among these were the BBC Good Food Show 'Bursary Award Winners', 'The Midland's Best Deli' & 'Glasgow's Best Deli' who all exhibited for the first time at one of the shows along with 43% of new business'. Many exhibitors sold out as predicted visitor spend across the shows was over £12 million.

River Street Events is the result of a management buyout of BBC Haymarket Exhibitions in August 2013. Laura Biggs, Managing Director said, "Three great BBC Good Food Shows in 8 weeks - and when you consider we moved company just 4 months ago - is an incredible achievement for the team at River Street. Early indicators show that visitor satisfaction levels are at an all-time high, so our investment and dedication to raise the editorial bar even higher has paid off. 2014 will see us invest even more in the editorial content of the shows that make BBC Good Food and BBC Gardeners' World Live unique, with more seats in our Supertheatres, more exclusive dining experiences, and by popular demand more VIP offers. I am delighted at the start we have made at River Street and look forward to a busy and successful year in 2014."

With VIP tickets sold out for every show, along with the premium seats in all Supertheatre sessions, the quality of this discerning audience is on the increase, and therefore catering to this demand will be a clear focus for 2014.

ENDS

For more information please contact Naomi.hutchinson@riverstreetevents.co.uk or call 020 3405 4286

The BBC Good Food Show Summer runs 12 – 15 June, NEC, Birmingham

Advance ticket prices start at £24.25 and please check the website for more details
bbcgoodfoodshowsummer.com

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