

Major Investment At Ice Cream Expo Forecast After Heatwave Generates Record Sales

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Major investment in the UK's £1bn ice cream industry is being forecast following the summer heatwave which sent ice cream sales soaring.

Organisers of The Ice Cream Expo 2014 say confidence in the industry is sky high after ice cream sales rose by up to 300 per cent during the summer.

This is fuelling demand for exhibition space from companies across the world looking to get a share of the lucrative UK market.

The Ice Cream Expo is the biggest of its kind in Great Britain and Northern Ireland and takes place at the Yorkshire Event Centre, Harrogate between February 18-20.

The event is organised by The Ice Cream Alliance - the trade association for the UK's ice cream industry. ICA Chief Executive Officer Zelica Carr said confidence was high following one of the best summer seasons on record. "It's been a wonderful summer for the ice cream industry which has given confidence to companies to invest in their businesses.

"I'm sure there will be a great deal of interest in investing in new equipment as well as identifying new flavours, products and services.

"The Expo is a wonderful showcase for products and generates millions of pounds worth of business every year.

"We are experiencing strong interest from companies wishing to exhibit, many of whom have not previously exhibited at the Expo and we already have bookings from major equipment providers plus top Italian flavour houses.

"It promises to be an exciting event and I'm sure we will be seeing more new flavours and products being revealed providing consumers with even more choice."

The Expo will also host the prestigious National Ice Cream Competition where ice cream producers from across the UK vie to be crowned the champion ice cream maker.

More information on The Ice Cream Expo 2014 and The Ice Cream Alliance can be found at www.ice-cream.org or by contacting the ICA on 01332 203333.

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