Michel Roux Jr, Paul Hollywood and Mary Berry opened BBC Good Food Show London This Morning

Friday 15 November, 2013

This morning, Michel Roux Jr, Paul Hollywood and Mary Berry opened the doors of Olympia for the annual food spectacle that is the BBC Good Food Show London. The show runs until 17 November, where visitors have the opportunity to sample and buy from over 300 food & drink brands and artisan producers, and be treated to some of the nation's favourite chefs and experts including James Martin, John Torode and Antonio Carluccio.

The show is packed full of entertainment including:

The Supertheatre - Catch The Great British Bake Off, Saturday Kitchen, MasterChef and other celebrity faces cooking live at the weekend. Tickets can be purchased on the door which include a seat in the Supertheatre sponsored by Tesco finest*.

The Great British Bake Off Village - An exciting new addition to the show for this year - an area devoted to all things baking. A place to learn new techniques and buy everything needed to bake like the experts.

Producers' Village - Over 200 exhibitors are selling and sampling their produce, among them are the BBC Good Food Show 'Bursary Award Winners'. Six producers who were rewarded as part of the Bursary Award Scheme are showcasing their products in front of tens of thousands of food fans. We're delighted to welcome this year's winners; The Gourmet Bacon Company, Southwestern Distillery, Duke Street, The Artisan Kitchen, Anjula Devi, and The Frozen Fruit Company to the show.

The Pop-up Restaurant & Street Food Experience sponsored by Hardys
The ultimate celebration of the capital's food scene, the Pop-up Restaurant & Street Food Experience brings together a selection of restaurants and street food vendors giving visitors the opportunity to try their signature dishes in a relaxing and social environment.

The Wine Cellar
A great place to stock up your drinks cabinet and discover something new to impress friends and family with this Christmas. Taste, try and buy some of the finest boutique wines from around the world.

The Tasting Theatre
Featuring experts including Peter Richards, Susie Barrie and Jane Parkinson, this is the perfect place to learn about which drinks to choose for the festive season and get the chance to try them too.

The WineTubeMap by Convivium Wines
Three types of exclusive WineTubeMap Tasting Tours will be available at The Wine Cellar. Whether visitors are wine novices of connoisseurs, the WineTubeMap Tasting Tour will enhance your wine knowledge and leave you thirsty for more.

The Interview Stage, sponsored by Tesco finest*
Discover the secrets of our experts' success at this intimate interactive stage, with The Great British Bake Off winner Frances Quinn, Phil Vickery, Gregg Wallace, MasterChef winner Natalie Coleman and many more.

The Winter Kitchen sponsored by Hellmann's
The Winter Kitchen will be hosting demonstrations from faces of TV hits MasterChef and The Great British Bake Off as well as hosting the live finals of the Hellmann's 'Sandwich of the Century' competition.

ENDS

For more information please contact Naomi Hutchinson on 077 6642 1689

The BBC Good Food Show is open until Friday. Adult ticket prices on the door start at £27, please check the website or call the box office for more details bbcgoodfoodshowlondon.com / 0844 581 1362

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