

Put A Trip To Essential Café Live! On Your Menu For 2014!

Monday 6 January, 2014

A revolution in trade show organisation

Sponsored by hospitality heavy hitters Melitta and Pentair, Essential Café Live! is designed to provide café, coffee shop and hospitality businesses a comprehensive line up of manufacturers and service providers to keep operators at the cutting edge of this fast paced industry.

This free to attend one day exhibition takes place on March 5, 2014 at Sandown Park, Esher, Surrey and is designed to deliver a revolution in how trade shows are organised and priced. The exhibition is able to attract the most wide ranging choice of exhibitors due to its jaw dropping price structure of offering exhibitors shell stand space at £99 per square metre! (many other trade shows charge between £300 -£400).

This structure means the show can attract not only the larger firms, but the smaller artisan producers which are so crucial to the café, coffee shop and hospitality sectors delivering a show floor which is a true reflection of the market.

Affordability and ease of access for exhibitors and visitors is also paramount as the show's venue offers thousands of free parking spaces right outside the entrance, excellent transport links by road, rail or air and no worries about inner city congestion charges, traffic problems or over-crowded public transport.

The Learning Zone

The show will also provide a packed programme of informative hands-on demonstrations and talks in the Essential Café Live! Learning Zone. Subject areas covered will include the importance of water treatment from Learning Zone sponsors Pentair, creating community and building a brand, from Charles Manners of consultants, Turpin Smale, menu engineering from the coffee experts at suppliers Paddy and Scott's, the importance of sustainability from Stuart Singleton-White, of the Rainforest Alliance with more speakers in the process of signing up.

Ultimately, the show offers an affordable, easy to access resource for businesses to prepare for the challenges ahead in 2014 and beyond. The event also provides an important chance for journalists writing for the food service sector to catch up with all the information from exhibitors and also report on this important sea-change in how trade shows in the foodservice sector are organised.

Full press accreditation is available by contacting Essential Café, editor-in-chief, Daniel J Sait, by emailing dan@essentialcafe.co.uk or by calling +44 (0)7814859101

Companies already signed to exhibit at Essential Café Live! event include Kavis Ltd, Pentagram Shopfitting, Fracino, EPOS Shop, So-Pure Beverage Technology, Aqua Cure, Doves Farm Foods, Marimba World Chocolate, Eltoni, Dinkum Products Ltd, UCD, Thomas Automatics, Coffeequip.co.uk, Pentair, W K Thomas, Reynards UK Ltd, Cash Control, yourprintedcup.com, The TV Shield, Melitta, Anfim, La Spazaile, Mahlkoenig, Harzfloer Contracts Ltd, Glen Dimplex Professional Appliances, Allpure Filters Ltd, Biopac, Cafe Connections, Porshelina, Douwe Egberts/ Adrian Mecklenburgh Ltd, 3M Purification, Makers & Merchants, H2O Direct, Dr. Weigert, Qualitasse, Capital Coffee Roasters, Makers & Merchants, Tudor Tea & Coffee, Benders Paper Cups, Coffeequip.co.uk, Cakesmiths

More companies are joining the ranks of Essential Café Live! Exhibitors every week, keep an eye on the show's website for the very latest line-up and to register for free attendance. www.essentialcafelive.com

For any more information on the show, email dan@essentialcafe.co.uk or call +44 (0)1634 673163

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