

For immediate release:



Show attracts thousands of quality food & drink buyers to the South West

**The Taste of the West Trade Show 2010
& SOURCE Exhibition**
(19th- 20th April 2010, Westpoint, Exeter)

The addition of the *Source Exhibition* successfully bolstered this year's Taste of the West Trade Show and its reputation as the leading platform for trade buyers to source quality South West produce and catering supplies.

Thousands of buyers visited the annual Exeter based Trade Show to meet and buy from hundreds of South West based organisations showcasing their unique food and drink produce while the adjacent SOURCE Exhibition provided buyers with the perfect platform from which to source food and drink and some complementary products and services from UK and international companies.

With feedback now in from buyers and exhibitors alike, the organisers have confirmed the show has once again delivered for all involved thanks to continued consumer driven demand for quality and British food and drink.

Matthew Childs of The Bath Pig was over the moon with the response to their chorizo products and even wished it hadn't been so good, commenting that *"We will struggle to keep up with the demand!"*

Bryan Bowles, chief executive of Café De Paris Butters said that, *'Feedback from visitors was fantastic. We were frying up steak and mushrooms in our butter so visitors could experience the taste first hand and as a result have received plenty of orders. A potential client is Coombe Farm which is part of Yeo Valley and there is another large potential customer on the cards!'*

Adding value for buyers and exhibitors alike, a host of free workshops by influential industry spokespeople throughout the two days included insights from TV wine expert Susy Atkins and Group development chef at Brend Hotels Dez Turland, who focused on menu composition to maximise margins while delivering taste and value for the customer.

A particular highlight for Yve Sowry of Dorset based Purbeck Ice Cream was Dez using their ice cream during his demos and using the show as an invaluable opportunity to meet and develop relationships with clients of Purbeck's new wholesaler.

The show also saw the successful launch of the prestigious annual Taste of the West Food & Drink Awards, providing South West businesses the opportunity to gain official recognition for their products while elevating the quality and aspirations of the industry.

Taste of the West member and winner of 4 Gold medals in the 2009 Awards The Sausage Shed met a whole range of new customers with owner Ivan Thompson saying that “...*follow up has been extremely positive so far.*” The show also proved an opportunity for him to catch up with current customers and gain vital feedback on his products and how they are selling.

First time exhibitors Sargies Cornish Kitchen had an extremely successful show with “*some really good leads and orders in the first day*” while Devon based Midfields Granola have secured even more new customers and orders since the show. Owner Sharon Davies also used it as an opportunity to “...*network and pick up all sorts of ideas from other exhibitors.*”

Next year the Taste of the West Trade Show and Source Exhibition will take place on the 4th and 5th of April. Buyers and exhibitors can already register their interest by visiting www.sourceexhibition.co.uk or www.tasteofthewesttradeshow.co.uk or by calling Hale Events on 01934 733433

Ends

Notes to editors

Hale Events: Somerset based Hale Events organise a number of specialist trade exhibitions including Giving & iving (formerly Torquay Fair). Visit www.hale-events.com for more information.

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