

## PRESS RELEASE

For immediate release

1<sup>st</sup> July 2010

### Inspirational ideas at THE SOURCE food and drink trade show

The SOURCE food and drink trade show has undergone a makeover following the successful show at Westpoint, Exeter in April 2010.

Shift Thinking ([dave@shifftthinking.co.uk](mailto:dave@shifftthinking.co.uk)) have created a new identity to help strengthen the profile of the show, which takes place at Westpoint, Exeter from the 4<sup>th</sup> – 5<sup>th</sup> April 2011.

200 exhibitors participated at the 2010 show, which is run in collaboration with the renowned Taste of the West organisation. The show is set to grow for 2011 and become an even broader based food and drink event. As well as the speciality ranges, buyers can expect to see an increasing number of primary food and drink producers to create a blend that represents the diverse quality from the South West, and beyond.

Although strongly focussed on the region; this show presents a superb opportunity for companies from all over the UK and abroad to meet South West buyers from retail, food service and public sector.

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For images, quotes or further details contact  
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**The SOURCE food & drink trade show 2011**

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