



## Source to become 'Super Show'!

This year's very successful Source show may only just have closed its doors, but Hale Events, the organisers, are already looking forward to next year. Big changes are afoot for the show in 2014! Following their acquisition of the Expowest Westcountry exhibition they are bringing both these Exeter shows together under one roof.

The newly re-branded Source 'super show' will take place at the Westpoint Exhibition Centre, Exeter on the 5th and 6th February 2014. The show will retain its "Source" identity, but from next year it will incorporate not only the Taste of the West trade show but also the Expowest Westcountry catering & hospitality show.

This year's Source show was described as "A feast of culinary inspiration, with some of the finest regional speciality food and drink from outstanding producers in the South West" by Lynne Ronaldson, from the Watercress Company. Next year's 'super show' promises to be even bigger and better.

The combined show will have stands for between 300 and 400 exhibitors, covering the whole of the food, drink, catering and hospitality market, and should attract more than 4,000 trade buyers. The earlier time slot, well before Easter, will give tourism buyers the opportunity to meet all the suppliers they could possibly need to be ready for the season ahead. The 2014 event will also host the successful and growing Westcountry Tourism Conference, once again bringing leading tourism businesses and industry experts to the show.

Both buyers and exhibitors alike will benefit from the plans for the show to host the regional heat of the UK Barista Championships, which took place within Expowest this year. This brings not only a well respected and attended event to the show, but also opportunities for all the visiting barista's and their businesses.

Whilst compèring one of the very popular chef demos at the Source this year, Chef Michael Caines launched the 2013 South West Chef of the Year competition. The winner of the competition will demonstrate his or her winning dish at the 2014 'supershow' to launch the 2014 competition.

The Hale Team are hard at work finalising all the details and the re-branding of the show. Their aim is to ensure that, while the show has a refreshed identity, ready to move forward and serve the region for all its food, drink, catering and retail needs, it retains all that was strong from the previous shows.

### the Source trade show

Hale Events Ltd., Premier House, Old Church Road,  
Axbridge Somerset BS26 2BQ

**Telephone:** 01934 733433

**Facsimile:** 01934 733233

**Email:** [mail@thesourcetradeshow.co.uk](mailto:mail@thesourcetradeshow.co.uk)

**Web:** [www.thesourcetradeshow.co.uk](http://www.thesourcetradeshow.co.uk)

