

6 December 2011



Industry demand sees launch of food and drink trade show in Cheltenham Town Hall 25-26 February 2013

Further to extensive research about a new trade show to serve an area covering North of Bristol and Bath, Hale Events are delighted to announce the show launch.

Overall response from both food and drink producers and food buyers from retail and food service has been really encouraging:

- *75 companies from the South West, the Heart of England and Wales are interested in taking part.*
- *All of the respondees to a survey of retailers, hoteliers and restaurateurs within 50 miles of Cheltenham are interested in attending.*

Unique partnership between regional food groups and exhibition organisers Hale Events will ensure extensive industry awareness

This new event is run by Hale Events (organisers of the SOURCE & Taste of the West trade show, 23-24 April 2012 – www.sourcefoodanddrink.co.uk), and in partnership with Heart of England Fine Foods, Taste of the West, and Wales the True Taste.



Hale Events are delighted to be working in partnership with these organisations, which represent such quality food and drink regions.

For some fantastic early stand booking offers, call Paul or James on 01934 733433, or click www.thefoodanddrinktradeshow.co.uk/CheltenhamSpecialOffer.pdf to view more information.

For any further details contact Mike Anderson, Project Manager 01934 733433

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