



### **International Food & Drink Expo India announces 2010 dates**

The organisers of the International Food & Drink Expo are pleased to announce the 2<sup>nd</sup> edition of 2010 show will take place 2-4<sup>th</sup> December, 2010 at the Pragati Maidan, New Delhi, India.

The growth of the Indian food and drink industry is expanding at a rapid pace, with rising disposable incomes and increased urbanisation driving consumer demand for a worldwide menu of high quality products. In India the consumer spend on food in 2010 will reach US \$240million and the food market in India is worth more than US \$182 billion which accounts for two thirds of the total Indian retail market. Together with an 8% economic growth in 2010, this makes the India food and drink industry a real market of opportunity.

The launch show in December 2009 was a great success with exhibitors and visitors being overwhelmingly impressed with the quality of the show and the many features that took place over the 3 days. Countries from all over the globe exhibited at the show, including USA, Australia, China, France, Italy, Spain and Thailand as well as many more. Anandi Seth from The SCS Group commented, "We made good contacts and it was a great experience". The International Food & Drink Expo India truly brought worldwide flavours together, and expanded the palates of the Indian consumer; as well as providing the ideal business platform for companies to showcase their products to importers, wholesalers, distributors, hotels, restaurants, and retailers. Some of key attendees in 2009 included representatives from Air India, Reliance, Dominos, Café Coffee Day, Ikea, M&S, and Carrefour

At the 2010 expo there will be a host of exhibition features, including new to 2010, Chef Essentials, where a dedicated part of the exhibition hall will display the kitchen equipment from leading suppliers to the imported sector. Cooking demonstrations will take place, where the latest food products can be seen in action and a food industry forum will enable food industry experts to discuss and debate the topics and issues of the food industry in India. The Indian Sommelier Championship is an extremely popular feature where the best sommeliers in India are put through their paces to test their knowledge by a panel of wine experts in front of a live audience. International exhibitors will also have the opportunity to participate in one to one meetings with a wide range of importers, distributors, and retailers who get the chance to fully appreciate the products available. Wine Wonders of the World, will be lead by Magandeeep Singh and his team who will conduct numerous tastings of the wine available at the exhibition.

Lauren Morrey, Project Manager commented "The International Food & Drink Expo India looks forward to welcoming exhibitors and visitors alike to the expo and the event has already received support from a number of leading international government bodies and trade promotion organizations. I look forward to providing the opportunity for international and national companies to meet the key buyers in the industry and meet the Indian consumer demands".

For more information on the show, please visit our website: <http://www.indiafooddrinkexpo.com/>