



A *food* LOVER'S DESTINATION

Be part of the Royal Show 2009, a real experience for everyone involved in food, farming and rural life!

Tempted by the promise of quality food and drink, affluent and committed food lovers will be seeking out the best ingredients, diverse flavours and finest produce available from farmers, manufacturers and producers in the UK.

There's no better place for your business to sell, promote, educate and inform people who really know about food.



THE ROYAL SHOW
7TH - 10TH JULY, 2009



Visit www.royalshow.org.uk



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The Royal Show is a fantastic event for me as a farmer but also as a businessman looking after local producers...

Anthony Davison, Director, BigBarn.co.uk

Fresh British food will be at the heart of the Royal Show

We are serious about food, with a real focus for 2009, tackling the major issues of the day from seasonality and food security to traceability and food miles.

What you can expect from us at this year's more 'foodie' Royal Show.

- Targeted marketing & PR to buyers from major retailers, farm shops and restaurateurs, giving you the opportunity to raise your profile amongst established and potential new customers.
- Opportunities to be involved in our **NEW** hands-on workshops, demonstrations, tastings and 'how to?' sessions - tell the real story about food production.
- Greater collaboration with key food associations, societies, groups and our media partners to ensure the best possible coverage of our event and your produce.
- **NEW** improved RASE Food & Drink Champion Awards. Be part of these prestigious awards to guarantee maximum interest in your products and extra PR opportunities.

Tell us YOUR story!

From the farmer's field to the dinner plate, we want to tell the real story of food.

WHO is championing the 'Best of British'?

WHAT does it mean for small producers to sell in supermarkets?

WHEN is it right to buy cheap food?

WHY should we pay that little bit more for our beef?

HOW do we persuade consumers to choose locally sourced food?

The Royal Show is the perfect platform from which to answer all of these questions but whilst we recognise the importance of education and information, we never forget that you want to **SELL** on the day.

So, how are we going to make it easier for you to do this?

- The **NEW** Food & Drink Hall will deliver more than double the space available for trade stands, demonstrations and food theatres, making food a key reason for visitors to come to the Show.
- Targeted marketing and ticket offers for committed food lovers, guaranteed to spend with you on the day.
- Create the perfect food experience with celebrity chefs and exciting **NEW** features to keep visitors in the Food & Drink Hall all day!



Call to reserve your stand today.

Food and Drink: 02476 858 284 | food@rase.org.uk



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