



FROZEN FOODS AT IFE07

It will be a great pleasure to welcome all the exhibitors and visitors to the frozen foods zone at the IFE07 exhibition which runs from Sunday, 18th to Wednesday, 21st March 2007. Held for the fourth time at the purpose-built ExCeL centre, the IFE show will incorporate the major frozen food showing in the United Kingdom. The Federation Stand SG2631 will once again act as the nerve centre of the frozen zone and is placed in the heart of the show.

The size and stature of the frozen food zone, the bakery zone and the meat and poultry sections at IFE07, confirm the foresight shown by the Federation back in 1983 in setting up this highly definitive promotional platform for our industry's products. The frozen zone at IFE07 will retain its unique identity and will attract the top decision-making executives in the trade. The show organisers, Fresh RM, have put another special effort into attracting even more international visitors and the area will benefit from the massive pulling power of the IFE exhibition to attract an audience of top decision-makers from both the retail and foodservice sectors. As ever, the Federation stand will incorporate a members' Hospitality Lounge to provide an opportunity for the executives in the industry to meet and also to provide an oasis and a brief respite away from the hustle and bustle of what we anticipate will be another busy show. Members will be able to enjoy complimentary light refreshments and we shall be pleased to welcome you all again.

Please do remember to bring your entry passes to the stand. These have been enclosed within this publication of the Bulletin, along with your complimentary tickets to the show itself. The Federation stand is always a popular rendezvous and we do want to make its use exclusive to BFFF members and the many major buyers visiting the show, who we have invited to join us on your behalf.

Our Facility for Buyers

All major foodservice and retail buyers will have received the Federation's "Privileged Visitor" entry pass for the Federation's Hospitality Lounge well in advance to the show. We shall be delighted to see major buyers on the Federation stand who would wish to take advantage of our facilities. We hope that buyers avail themselves of information in this Bulletin so that they can make a time-effective visit to the show and we are always on hand to advise. Significantly, the zone has many embryonic frozen food companies who are not so well known in the trade as some of the more seasoned campaigners.

The Warmest Welcome

The Federation team will be available on Stand No. SG2631 throughout the entire show. As the originators of the "Frozen Food at IFE" concept, BFFF is delighted to be there in support of our members whether they are exhibitors or visitors. We do hope to see at least one representative of every member company on the stand during the course of the show which will help us to keep updated with the services you need.

Contd.

2.

We also look forward to welcoming non-member exhibitors for whom we believe membership of the Federation would be highly beneficial as well as cost-effective and who we have invited to the show. Prospective members are encouraged to call and see us on the stand for more details of the undoubted benefits which are available to their companies. Feel free to come along and have a chat. There will be absolutely no obligation and no pressure to join. You are part of the industry and you should take part in its development via your invaluable input. The sixty members who have joined since the last IFE can't all be wrong about the services we provide.

Relationship Building

We hope that all of our exhibiting members have a highly successful show, increase their turnover and persuade the market to take on their innovative products. Similarly we hope that buyers visiting the show find what they are looking for, especially in the new ranges of innovative products. We will be delighted to help any companies who feel that our unique position of the heart of the industry can provide avenues of information which create effective and profitable relationships between the exhibitors and the visiting buyers.

BFFF
March 2007