



## **BFFF AT THE HEART OF 'FROZEN FOOD AT IFE 07' 18<sup>th</sup> - 21<sup>st</sup> MARCH 2007**

As originators of the 'Frozen Food at IFE' exhibition concept, the British Frozen Food Federation will again act as the nerve centre for the frozen zone at IFE 07. With the frozen foods sector nearly sold out, the frozen food exhibition promises to present a superb showcase for buyers to locate new products and to review the state of the art in frozen foods in both foodservice and retail sectors.

The BFFF team will be on hand throughout the show on Stand number SG2631 to co-ordinate activities and to help visiting buyers from the UK and overseas to quickly locate the products they are looking for from amongst the exhibiting BFFF members. With their proven experience in the frozen food marketplace, Alf Carr and the BFFF team offer a warm welcome and high quality information on their stand at the heart of the show. They look forward to enabling visiting buyers to find their specific targets at one of Europe's premier frozen food exhibitions at ExCeL, London.

### **BFFF**

23<sup>rd</sup> January 2007