

Hotel, Restaurant & Catering 2021

The business event for hospitality and foodservice professionals



Prospect Exhibitor
Information



**Hotel, Restaurant
& Catering**

22-24 March 2021 | ExCeL London

Bounce Back Stronger

Preparing your Business for 2021 Success

With more than 86 years of expertise in serving the hospitality and foodservice community, HRC is recognised globally as the annual event for industry professionals to source, taste and test the products and services available in the market today.

We are market leading because we consistently deliver an unrivalled audience of senior decision makers, all hungry to find the latest innovation and business solutions to help their business improve.

For the first time, HRC will take place alongside the International Food & Drink Event, IFE Manufacturing Solutions, London Produce Show and Festival of Enterprise to serve an audience of more than 40,000 food, drink & hospitality professionals. There really is no better opportunity to showcase your products or services to a curated community committed to finding new suppliers and keeping up-to-date with the latest industry trends.

We look forward to welcoming you.

Kind regards

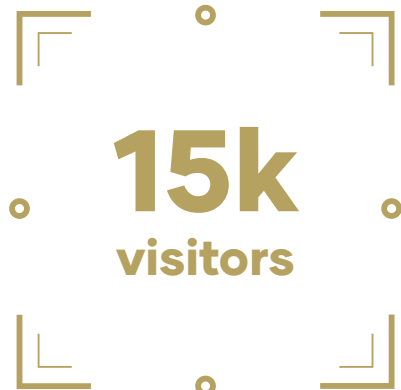
Ronda Annesley
Event Manager - HRC



What to expect from HRC

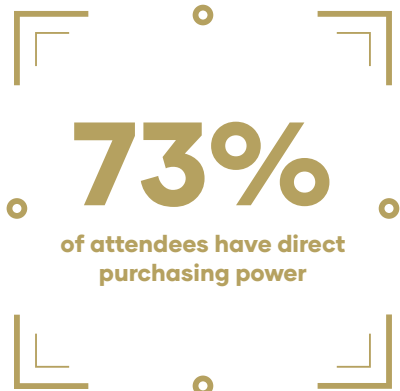
HRC 2020 visitors were:

- 43% Hospitality
- 17% Foodservice
- 9% Wholesaler/Distributor
- 5% Retail (in-store catering)
- 2% Import/Export
- 10% Manufacturer
- 14% Other



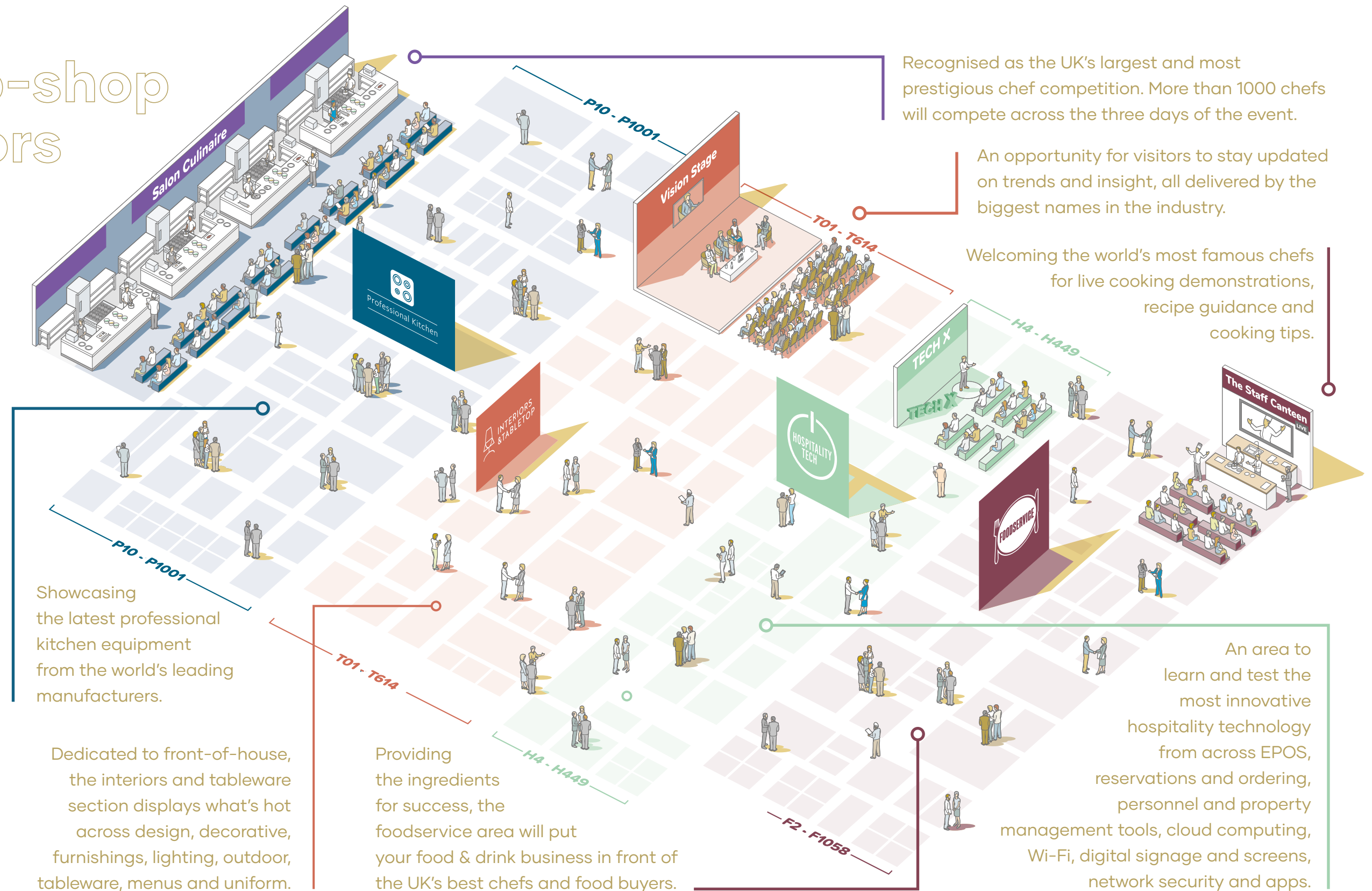
Purchasing Power Per Annum

- 7% £5,000,000+
- 10% £1,000,000 - £5,000,000
- 9% £500,000 - £999,999
- 20% £100,000 - £499,999
- 15% £50,000 - £99,999
- 19% £10,000 - £49,999
- 9% £5,000 - £9,999
- 11% Less than £5,000



A one-stop-shop
for operators
to meet
all their
business
needs

HRC is curated
into four sections
to ensure you
meet the decision
makers that
are looking to
purchase your
products and
services.



An unrivalled opportunity to connect

HRC is firmly established within the community as the must-attend event to find the latest product innovations and industry trends.

Driving Return on Investment

We invest heavily in the tools to ensure we deliver you the best return on your investment.

- **Data and Lead Generation** – We are the UK's only event to provide a FREE lead scanning app. Calculate your ROI by knowing more about the buyers you meet. Our scanning app provides full details of each attendee you scan including information on their organisation and spending power.
- **The UK's largest industry database** – Every year we invest more than £75,000 in cleaning and enriching our hospitality and foodservice database made up of more than 100,000+ contacts.
- **The HRC Buyers Club** – Welcoming the UK's leading buyers, the HRC Buyers Club provides a VIP offering that includes advance meeting scheduling, access to our onsite VIP area and exclusive invites to networking events.
- **Pre-event training workshops** – Gain a thorough understanding on how to market your brand in advance of the show to drive traffic to your stand. Expert advice will be provided from senior purchasing professionals, PR and the HRC marketing team.

Attracting the right audience

Our commitment to understanding the communities we serve is what differentiates us. Our vast network of contacts allows us to delve deeper and present an event that continually exceeds expectations.

- **Personalised Email Campaign** – To attract buyers from every sector, our tailored marketing campaign highlights the products and content that appeal to the relevant audience, providing them multiple reasons to attend.
- **Media and Industry Partners** – We hold strong partnerships with all industry media and trade associations allowing us to gain additional exposure through their marketing channels.
- **The HRC Official Preview** – Sent to 60,000+ professionals, the HRC Official Preview is a combination of supplier showcases, exclusive interviews and trend updates.
- **Social Campaign** – Our strong social campaigns maximises our reach, informing potential visitors with multiple reasons to attend.
- **The HRC Website** – Our exhibitor list is the 2nd most looked at page after the homepage, allowing your business to be seen by more than 75,000 hospitality and foodservice professionals.

Who you will meet

HRC attracts the UK’s leading buyers from all sectors of hospitality and foodservice. Here’s a tiny snapshot of who attended HRC 2020.



Vice-President, Food & Beverage Europe	Accor Hotels – Luxury Brands
Head of Catering	Alexandra Palace
Production Manager	BAO London
Operations Director	BaxterStorey
Head Chef	Benugo
Buyer	Bidfood
Director of Projects	Blackpool Pleasure Beach
Director	Booker
Head of Procurement	Casual Dining Group
Interior Designer	CM Interiors
Founder	Compass UK & Ireland
Procurement Manager	Costa Coffee
Food & Procurement Director	Creams Café
Purchasing Manager	D&D London
Group Operations Manager	Dirty Bones
Head Chef	Dishoom
Creative Development Chef	Doughnut Time
Kitchen Designer	Edwards Milsom Design
Director of Purchasing	Firmdale Hotels
Senior Procurement Manager, Europe	Five Guys
Interior Designer	Formad Studios
General Manager	Fortnum & Masons
Director of Purchasing	Four Seasons Hotels & Resorts
Buyer	Fuller’s Smith & Turner
Distributor	Gaucha

Head of Facilities	Giggling Squid
GNFR & Supply Chain Director	Greene King
Restaurant Manager	Hard Rock Café
Bar Manager	Harvey Nichols
Head of Sustainability	Hawksmoor
F&B Director	Hilton Hotels UK
Head of Prison Catering	HM Prison
Global Supply & Logistics Leader	IKEA
Director of Food & Beverage	Intercontinental Hotel Park Lane
Buyer	JD Wetherspoons PLC
Head Chef	Liverpool FC
Senior Hospitality Operations Manager	M&S
Group Operations Manager	Marcus Wareing Restaurants
Executive Head Chef	Marriott Hotels & Resorts
Head of Food Category Management	Marstons
Restaurant Design Consultant	McDonalds
Pastry Chef	Miller & Carter
Head Chef	Mitchells & Butlers
Regional Managing Director	Nando’s
Beverage Manager	Nobu Hotel
General Manager	OXO Tower Restaurant Bar & Brasserie
Head of Operations	Pizza Hut
Head Chef	Pret A Manger
Head of Procurement & Supply Chain	Prezzo
General Manager	Restaurant Story
Food Development Manager	Revolution Bars Group
Catering Manager	Royal Air Force
Head of Catering	Royal Holloway University of London
Leading Chef	Royal Navy
Executive Chef	Saga Cruises
Operations Specialist	Sainsburys
Executive Chef	Searcys
Head of Procurement	Shiva Hotels

"Great show as always, showcasing the best of the industry. Thanks for having me!"

Tom Kerridge

"I arrived with a target 150 leads to make me very, very happy, the event has surpassed that! All my business cards are gone and I'm coming back next year!"

Tom Cobb, Director Catertherm Ltd

"The new look HRC Show on an annual basis will be key in raising awareness, especially the importance of this event and how it will drive and bring the younger generations of Chefs back to the competitive arena. A huge thumbs up from me and again a big thank you for inviting me to this wonderful show, and hopefully many more."

Mark Sweeney, BOH Operations, The IVY Collection

"We came here, with no expectations. It was our first time and we've had some great conversations; we will know more in a couple of weeks after following up".

**Mr Paul Gough, International Operations Director,
ComplianceMate Ltd**

To find out costs, view the floorplan and confirm your presence at HRC 2021, contact our team on:

+44(0) 20 7886 3095
or email **sales@hrc.co.uk**



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