

ICE CREAM ALLIANCE EXHIBITION

YORKSHIRE EVENT CENTRE
NOVEMBER 2009



Whilst many of you are in the throws of a busy summer season, plans are well underway at ICA HQ for what is shaping up to be the best Ice Cream Alliance exhibition ever. This is the only dedicated exhibition for 'ice cream' in the United Kingdom, so whether you're a mobiler, manufacturer, wholesaler or retailer, you simply cannot afford to miss it.

This year there will truly be something for everybody, and that even includes a visitor to the show that has absolutely no interest or affiliation with ice cream. For the first time, exhibitors will be able to actually sell products at this exhibition, and from this benefit, the exhibition is attracting interest from locally based 'Yorkshire' companies who are wanting to come along and sell food and other local produce on stand. You may very well go home with a famous Melton Mowbray pork pie.

The huge highlight of the three-day exhibition is the 'Ice Cream competitions'. Excitement always surrounds this event as many of the UK ice cream manufacturers vie for the coveted silverware. Entering is the easy part with forms easily available from head office. A special incentive has been offered this year for entrants, so please keep an eye in the magazine for further details. If you don't fancy entering the competitions, you could always go along and try your hand as a judge. Experienced judges will know the format, but all judges are asked to attend a judges meeting where they will be made aware of scoring and procedures. Experience has to begin somewhere! The experience of being a judge is a great one, especially for manufacturers as it lets you see what a fantastically high standard of ice creams are available in the UK and Ireland.

The aim of the Ice Cream Alliance exhibition is to attract visitors and to provide them with an exhibition which is relevant to their needs as a business. Each year sees a



number of new exhibitors in attendance and it is here where visitors will not only find the latest in technology and innovation but also business services such as insurance and HR. The ICA technical services consultant Phil Pearman will also be in attendance to talk to visitors about the benefits of the technical services membership upgrade which is available to all Ice Cream Alliance members and is an invaluable business tool, especially for manufacturers who are wanting to benefit from expert advice and training.

A number of seminars will take place in a special area within the exhibition and the ICA are working on securing the services of leading industry experts to give really useful, informative and entertaining seminars that visitors will be able to attend and take great ideas and information back to their businesses.

As many of you will know, the exhibition culminates on the Wednesday evening with the 'President's Ball'. As well as being the ICA social event of the year, it is also where we learn the results of the all important ice cream competitions. Ticket sales for this year's ball are creeping up quite quickly and numbers are limited, so to avoid disappointment, please make sure to book those tickets sooner rather than later. This night really is one not to be missed! As well as a sumptuous meal, live entertainment and dancing is also on the agenda.

For more information on Ice Cream and Dairy 2009, please consult the regular up-dates within this magazine or on www.ice-cream.org. For information about exhibiting or stand space, please contact Head Office on 01332 203 333.