

The Grocer

Focus On: IFE by Emma Sturgess (emma-sturgess@hotmail.co.uk)

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The Story

Carnival fever is coming to Britain! Following on from last summer's Brazilian World Cup, and in light of the 2016 Olympics (also to be held in Brazil), many Latin American food & drink players are broadening their horizons and looking to do more business in Britain. Just look at the line up of exhibitors at next month's International food Exhibition, which boasts a record number of South and Central American companies, for proof. So who are these companies and what are their chances of success here? And with this year's IFE taking a particularly international twist, where else do this year's hopefuls hail from?

Please note: the above paragraph outlines the key angle this feature will take. However we will not just be speaking to exhibitors at this year's show. That IFE has a large Latin American contingent this year allows us to explore the growth (or otherwise) of South American brands already here in the UK.

- **Box-outs:**

Exhibitors: We will profile four of the most interesting exhibitors at this year's show in a separate box out, giving the low down on what they do, where they currently do business and what their aspirations are.

Health & Wellbeing: Another big trend that can't be ignored in British food and drink is health and wellbeing. That's why IFE is dedicating an entire section of London ExCel to exhibitors in this sphere at this year's event. So who are these exhibitors? What are the next big trends in this area and how much growth is the sector likely to see?

IFE – the vital statistics: This feature will also include details on everything visitors and exhibitors need to know about this year's show, what's new and what's changed from previous events.