

Ice Cream & Artisan Food Show Press Release

96% OF ICE CREAM PARLOURS WANT TO SEE ARTISAN FOODS AND DRINKS AT THEIR TRADE SHOW

The UK's only specific ice cream industry trade show is being extended to include other food and drink products – to reflect the needs of the booming Ice Cream Parlour sector. The number of Ice Cream Parlours in UK High Streets is growing by 20% annually according to leading accountancy firm PWC.

As well as ice cream parlours, coffee shops, and cafes and tearooms were among the outlet types that showed the highest in net store numbers.

The Ice Cream and Artisan Foods Show will be held in Harrogate 11th-13th February 2020 at the Yorkshire Events Centre.

Ice Cream Parlours do not just sell ice cream. The Ice Cream Alliance, the UK trade body, recently surveyed its members to reveal what other food and drinks they sell and what products they wanted featured at the trade show:-

- 69% sell coffee
- 63% sell tea and other hot drinks
- 61% sell cakes
- 61% sell confectionary
- 41% sell savoury snacks

"To keep up with an ever changing and growing sector we surveyed our members to ask them what we could do to improve our trade show," commented ICA CEO Zelica Carr. "Most of them wanted to see more product suppliers across artisan food and drinks – plus 64% wanted to see coffee machines companies and 86% wanted general catering supplies businesses, covering everything from clothing to cleaning products, to exhibit."

The ICA estimates that there are over 1,000 Ice Cream Parlours in the UK with around 200 new outlets opening annually.

To exhibit at next year's Ice Cream and Artisan Foods Show telephone 01332 203333 or email Jordan@ice-cream.org

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