

# The Grocer

Focus On: UK Food and Drink Shows by Ash O'Mahony (Ashleigh.OMahony@wrbm.com)

**Publishing:** 14 April  
**Copy deadline:** 3 April  
**Advertising deadline:** 5 April

## The Story

**What's next for UK food and drink? We look at the four most influential shows this spring to determine the trends that will come up – from those set to hit convenience stores this year, to the ones that could shape our food in the future.**

### Shows to cover

**Convenience show:** How important will food to go and healthy options be long the future of the convenience store? Will we soon see our local stores having a meal deal to rival that of Sainsbury's, with a super smoothie and protein-rich yoghurt to boot?

**Food & Drink expo:** Nutrition is becoming more and more important to today's consumer. At the moment, the idea of personalised nutrition is pretty niche, with its only manifestation on the high street being a small-scale trial in Waitrose. So does it have the potential to go more mainstream and in what form?

**Farm shop & deli:** Brits are becoming pickier about their coffee. Distant is the memory of a nation that dumped a dash of milk in an instant brew – today's consumers want single-origin beans in all manner of formats from espresso to macchiato. So what is the future of craft coffee?

**Foodex:** Automation is set to be a key influence on food and drink in the next few years, yet Britain has one of the lowest rates of robotic use in Europe. How will new technologies revolutionise the industry in the coming years, and is the UK ready for it?

**The Ingredient Show:** What will be the future flavours making a bid for our palates? And how will they be delivered? Does 3D food printing have legs?

**Show lowdowns:** For each show, we detail what, when, where and why along with highlights that are on offer.