

10 KEY REASONS TO EXHIBIT AT THE

The one-stop show attracts a high proportion of business owners and decision-makers from every aspect of the industry and other related sectors. Exhibitors take £1,000s of orders from new and existing customers!

A February show that provides you opportunity to fill your order book before the start of the season.

We had over 2500 visitors in 2020.

The only dedicated exhibition for the UK ice cream industry bringing in a specialised visitor profile from one of the UK's fastest growing sectors – Ice Cream Parlours grow by 20% annually!

**ICE CREAM
AND ARTISAN
Food Show**
2022 8th - 10th
FEBRUARY
YORKSHIRE EVENT CENTRE
ORGANISED BY THE ICE CREAM ALLIANCE
UK TRADE ASSOCIATION

There is a large opportunity for ROI. This is shown through repeat exhibitors and industry giants: Antonelli, Froneri, Machinery World, NIC Group and Whitby Morrison.

Run by the Ice Cream Alliance, the only trade association for the UK industry with a 76-year history and unparalleled industry knowledge.

Back for 2022

Live Demo Area with TV Chef Consultant Stephanie Moon.

Competitive stand prices compared to other food related shows!

Free editorial on our website and in our show guide, which is distributed to over 2,000 visitors and members.

ICA's agency Borough PR will heavily promote the show in all trade media and direct to ice cream parlour owners, cafes, chefs, ice cream buyers, retailers, caterers and others.

DON'T MISS OUT on this great opportunity to promote your business.

For more information contact Zelica on 01332 203333 or email enquiries@ice-cream.org



@icecreamUK



Ice Cream Alliance (UK & Ireland)



@icecreamUK



Ice Cream Alliance Ltd