



14th January 2010

FOR IMMEDIATE RELEASE

Supermarket giant ASDA to support The Allergy and Gluten Free Show 2010!

Leading supermarket brand ASDA has become the latest prestigious company to engage with the forthcoming Allergy and Gluten Free Show 2010, to be held at Olympia 2 from the 21st – 23rd May 2010. The Allergy and Gluten Free Show is the only exhibition to target the UK's 18 million people with allergies, health conscious consumers on special diets and healthcare professionals interested in allergy.

This year's event will, for the first time, be organised by F2F Events Ltd, and MD Austen Hawkins is delighted that ASDA had committed their involvement with the show:

“ASDA's engagement with our show is extremely welcome news, as they are one of the leading suppliers of 'free from foods' to the UK, and will therefore bring incredibly valuable expertise to visitors and exhibitors on the show floor. Here at F2F, we are initiating some highly exciting content for this year's event, which we are looking forward to delivering for thousands of visitors, who will include both members of the public that suffer from allergies and intolerances, as well as the healthcare professionals that treat them.”

Of their involvement at the show, ASDA's Helen Devine (Customer Planner, Emerging Markets) said:

““We're looking forward to participating in this year's Allergy and Gluten Free Show; the event will be an important platform for ASDA, enabling us to interact even more with our customers and potential new customers. We want to showcase our free from products to make sure that people suffering from allergies can still feel good about their food choices. Live engagement with our customers is so important to ASDA, and we're sure new organisers F2F Events will deliver a great show. See you there!””

The 2010 show will be the place to find:

- The latest advice and sample solutions for allergies / intolerances.
- Over 100 specialist exhibitors specialising in providing help in these areas.
- Show discounts on a range of relevant products.
- Free expert seminars from dietitians, nutritionists, allergy specialists and other health professionals.
- Delicious 'free from foods' and cooking demonstrations .

Interested in exhibiting or sponsoring?

The Allergy and Gluten Free Show is the only place where you will find thousands of allergy sufferers and the health professionals who treat them – all looking for knowledge, products, advice and information all in one place. If you are looking to reach, influence and sell to thousands of people with allergic conditions, then this is a unique opportunity. The show attracts thousands of allergy sufferers and health professionals, and is backed by a substantial marketing and press campaign.

The Allergy & Gluten Free Show will enable exhibitors to:

- Sell your products/services to new and existing audiences.
- Engage with allergy / intolerance sufferers and relevant health professionals.
- Increase brand awareness and bring your brand alive.
- Launch new products.
- Build your database.
- Increase visitors to your website.
- Undertake market research.
- Gain the competitive edge.

If you are looking to target this audience and would like to discuss the opportunities available (including the 10% discount for exhibiting) contact Bruce Tolputt, Sales Manager on 01442 289 920 or email bruce@f2fevents.co.uk.

A new event website will be launched shortly!

-ENDS-

Notes to editors:

Event: The Allergy & Gluten Free Show
Date: 21-23 May 2010
Venue: Olympia, London

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