



**Contact:** Katie Bott  
T. 01885 490 726  
M. 07949 030580  
Katiebott@gmail.com

**19<sup>th</sup> June 2008**

### **Harrogate Speciality & Fine Food Fair Rises to the Challenge**

The very best artisan food and drink produce came together recently at the Harrogate Speciality and Fine Food Fair, held at the Yorkshire Event Centre on Sunday 15<sup>th</sup> and Monday 16<sup>th</sup> June.

This industry specific event saw 140 fine food and drink producers showcasing the very finest quality produce from Yorkshire and the rest of the UK, as well as Europe and further afield. This year over half of the exhibitors were brand new to the show, offering an array of products and ideas not previously seen.

Visitor numbers once again exceeded expectation at 1141, representing a 16% increase on last year, and a 36% increase on 2006, showing that popularity and interest in artisan food and drink is still on the rise.

Tony Bishop, Managing Director of Yorkshire Crisps commented;

"Exhibiting at the event was a very worthwhile exercise. We saw existing customers who we were able to tell about our new flavours and packaging sizes, and potential new customers, with whom we expect to do business in the next three months. There was a good mix of exhibitors, giving visitors every opportunity to find new and varied products."

Visitors from a wide range of outlets, such as Partridges, Booths, Lewis & Cooper, Harvey Nichols, Fenwicks, The Cheese Hamlet, Asda and Morrisons attended on the lookout for new and exciting products.

According to Exhibition Director Sallie James, "The increase in exhibitor numbers coupled with the amount of brand new exhibitors showing produce, and then the upsurge in visitor numbers shows that despite the current economic climate, there is still a real desire for speciality food and drink, especially on a regional level."

-Ends-