

Me@t

20-22 March 2018

ifex

Titanic Exhibition Centre, Belfast

INCORPORATING



Organised by:



A brand new show
Co-located with
IFEX
2018





THE CONCEPT OF MEAT@IFEX

Butchery competitions and classes were added at several of Fresh Montgomery's recent events with stunning success. At IFEX in 2016 the butchery classes were oversubscribed and were the most viewed competition at the show.

IFEX itself drew an attendance of over 6,500 senior decision makers in the world of Food, Drink, Butchery, Meat & Hospitality and went on to win the accolade of 'UK Show of the Year in 2016' at the AEO Awards. The Show was hosted for the first time at the Titanic Exhibition Centre in Belfast.

The feedback from the industry across Northern Ireland and the Republic of Ireland was that there was an appetite to put Meat and Artisan Butchery at the heart of a new co-located event - Meat@IFEX was born. The World Butchers' Challenge in conjunction with Butchery Excellence International completes the concept - exciting times for all involved in Meat and Butchery.



Butchery Excellence International are Fresh Montgomery's partner in the new Meat@IFEX Show. They are a progressive training and support body for Artisan Butchers who have varied strategic links such as Butchery, Retail, Ready Meals, Boning, Abattoir, Retail Value Added Products and HACCP and Legislative Compliance.

Butchery Excellence International are members of the World Butchers Challenge Committee and they have secured a place for Team Ireland to compete in WBC every two years.

A bid to host 'The World Butchers' Challenge' in Belfast 2018 as the centrepiece of this new event was submitted and was successful.

Butchery Excellence International is headed up by founder and WBC Event organiser Rhonda Montgomery.





The World Butchers Challenge is being hosted by Meat@IFEX and Butchery Excellence International. This will be the biggest competition in WBC history and it is being held in Belfast, March 2018.

This event will be host to 12 International countries Australia, New Zealand, France, GB, Ireland, Spain, Greece, South Africa, USA, Bulgaria, Italy and Germany.

The competition will see the best Artisan Butchers and Apprentices fight for the titles of Best Butchers in the World.

Meat@IFEX will run through the duration of the World Butchers Challenge at the Titanic Exhibition Centre, Belfast 2018 and will be preceded by an all Ireland butchery study tour.

TARGET EXHIBITORS

Ready meals / convenience Foods
Hot food / delicatessen
Shop / kitchen designers
Uniform & apron suppliers
Packaging and new innovative ideas
Butchery equipment suppliers
Cleaning & hygiene
Scales & traceability systems
Added value
Fruit & vegetables & wholesalers
Artisan food suppliers
Blast chillers / brat pans

Ovens / fryers / cookers / extraction
Waste management
Energy & power suppliers
Butchery accessories / sundries
Meat manufacturing companies (Beef / pork / lamb / chicken / game)
Graphic designers
Social media / internet providers
Communication & PR media
Refrigeration companies
Till registers / scales & EPOS
Cook in the bag suppliers

Shelving / display ideas
Spice & sauce suppliers
Sausage casings
Gas flushing / skin pac / vac
Pac / overwrap
Mincers / bowl choppers
Butcher counter trays / bowls
Burger formers
Sausage linkers / fillers
Label design for retail
Dry ageing cabinets
Curing & charcuterie



WHO'S COMING TO MEAT@IFEX?

Butchers, convenience food manufacturers, meat equipment, packaging buyers, artisan food producers, farmers, product brand managers, catering, sales & marketing, business development, consultants, shop owners, new product development, heads of department, cooks, retail independent stores, multinational stores, stakeholders, Government bodies, sponsors, other managers.

Meat@IFEX is the Butcher Show Of The Year in Ireland, you need to come and see for yourself!



Most exhibitors at the new event will be supplying the following products which have been identified as what the audience want to see and purchase:

Meat / poultry products

Frozen, ambient and canned foods

Ready and chilled meals

Services for butchers

Seafood & fish

Local artisan food suppliers

Salads, cheeses & deli

Food manufacture

Ingredients

Heating, cooling and smoking equipment

Refrigeration, chilling and freezing equipment

Storage and handling equipment

Packaging and canning

Hygiene, health and safety

Protective clothing

Air filtration systems

Fitting and design

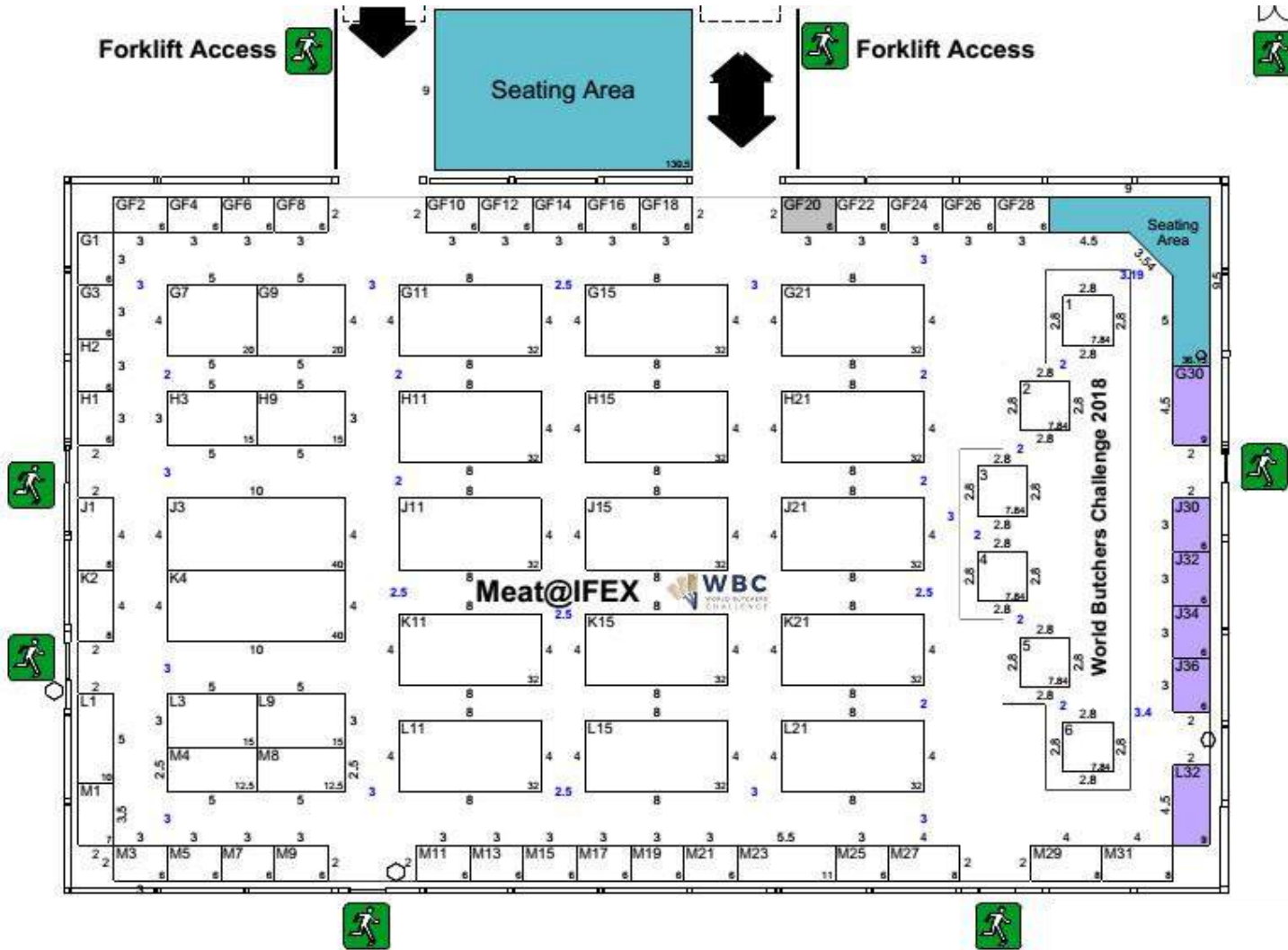
Packaging and equipment

Training providers

Waste management services

Weighing and labelling equipment

Through to IFEX



Food | Drink | Retail | Hospitality
ifex 2018
 20-22 March, Titanic Exhibition Centre, Belfast

Organised by:



Me@
 20-22 March 2018
ifex
 Titanic Exhibition Centre, Belfast

INCORPORATING  **WBC**
 WORLD BUTCHERS' CHALLENGE

BOOK YOUR STAND NOW

STAND PRICING - EARLY BOOKING RATE:

SPACE ONLY: £160 PER M²
 REGISTRATION FEE: £200

SPACE & SHELL SCHEME: £202 PER M²



PLEASE CONTACT ONE OF THE TEAM TO SECURE THE BEST POSSIBLE LOCATION

Caroline McCusker

+44 (0)28 904 31000

caroline.mccusker@freshmontgomery.co.uk

Rhonda Montgomery

+44 (0)28 855 57700

rhonda@wbccouncil.com

Imogen French

+44 (0)20 7886 3064

Imogen.french@freshmontgomery.co.uk

Organised by:

