



Who We Are

Who We Are

We have staged some of the biggest food events in the UK, London & UAE.

Our first annual Real Food Festival took place at Earls Court in May 2008 with 400 exhibitors and international celebrity chefs including Raymond Blanc, Carlo Cracco, Ashley Palmer-Watts, Fergus Henderson and Giorgio Locatelli. We have run the Bristol Organic Food Festival and several regular markets, pop-ups, and dedicated large scale street food festivals at Southbank Centre along the river Thames, the Queen Elizabeth Olympic Park and Regent Street with the Crown Estate, Westminster Council and Regent Street Association.

We have a wealth of experience gained over nearly a decade working closely within the food scene in and around London, throughout the UK and internationally.

In February 2015 we launched Street Feast, a new food festival road-show taking in the whole of the Abu Dhabi region as part of the Abu Dhabi Tourism and Culture Authority Abu Dhabi Food Festival.

In 2016 we went on to launch a brand new series of independent events, in Abu Dhabi, Love Food Festival and Dubai, working with Dubai Tourism and the Dubai Food Festival - Eat the World DXB. In the first year, we sold nearly 40,000 tickets to these events with a combined attendance of over 50,000 visitors.



Real Food Festival

📍 Earls Court, May 2008

First launched in 2007, taking place at Earls Court from 2008 - 2011

- 400 exhibitors, 25,000 tickets sold, trade and consumer exhibition
- Food debate with panellists including Zac Goldsmith, Giorgio Locatelli, Trudie Styler and Mark Price (MD of Waitrose)
- Celebrity chefs including Raymond Blanc, Thomassina Miers, Giorgio Locatelli, Ashley Palmer Watts, Fergus Henderson
- Live animals as part of show including water buffalo from Laverstoke Park Farm, the Sheep Show and milking demonstrations
- Cookery School
- Butchery demonstrations
- Annual event taking place until 2011



The premier European organic showcase event and leading Food Festival in the UK.

- Over 200 exhibitors of certified organic foods and products
- 15-20,000 visitors
- Chef demos including Hugh Fearnley-Whittingstall, Raymond Blanc, Barny Haughton



Real Food Market

📍 Southbank Centre, July 2010

Launch of Real Food Market at Southbank Centre – July 2010 – April 2015

Weekly market every Friday, Saturday and Sunday throughout the year

○ 40 traders, mixture of street food and produce



Real Food Harvest Festival

📍 Southbank Centre, May 2012

Transferred Earls Court event to Southbank in 2012 and launched Real Food Harvest Festival

- 150 exhibitors - Producers/Street Food/Drinks
- 300,000 visitors (free event for visitors)
- Chef demos - including Raymond Blanc, Giorgio Locatelli, Atul Kocher, Cyrus Todiwala, Valentine Warner, Jun Tanaka
- Sheep Show & livestock farm features
- Music stage



**SOUTHBANK
CENTRE**

Street Food Festivals

A series of quarterly street food events bringing together 35 of the best proponents of the London street food scene, craft beer bars and music.

With nearly a decade working closely with the burgeoning street food scene in London we have relationships with all the best vendors in and around London and throughout the UK and have delivered the biggest and best street food events.

- Real Street Food Festival Royal Wedding 2011
- 30 street food traders including vintage vehicles and music
- World Street Food Festival 2012 – Jubilee Celebrations
- Over 50 street food vendors
- Eat the World Street Food season Southbank Centre 2013 & 2014





Love London Food Festival

📍 Regent Street, July 2014

FREE road-closure festival showcasing and celebrating the best of London's world class food culture.

150 independent restaurants and street food traders showcasing a selection of the best food and drink available in London.

Working with the Crown Estate, Westminster Council and Regent Street Association



Walthamstow Garden Party

Walthamshow, 2014 - 2017

Open East 2013 & Walthamstow Garden Party, 2014 – present.

Working with the Barbican and Create London we launched a street food and music festival as part of the inauguration event for the Olympic Park, celebrating the public opening one year from the Olympics. From 2014 event re-located as annual Walthamstow Garden Party at Lloyd Park.

- 40 street food traders
- Craft Beer Bar
- Wine Bar
- 35,000 visitors



Markets & Pop-up Events

📍 London, 2014 - 2017

We have launched several regular food markets and street food pop-up events across the capital, always setting the standard and featuring the best traders.



Real Food Kings Cross Station Market

📍 Kings Cross, 2014 - present



Real Food Charing Cross Station Market

📍 Charing Cross, 2015 - 2017



Street Food Thursday

📍 Embankment Gardens, 2014, 2015



Canopy Market

📍 Kings Cross, 2016 - present



Featuring the best Food Trucks all the way from London the best of the UAE, in February 2015 we launched Street Feast, a new food festival road-show taking in the whole of the Abu Dhabi region.

Launched as part of the Abu Dhabi Food Festival, presented by the Abu Dhabi Tourism and Culture Authority (TCA), in partnership with the Abu Dhabi Municipality, Al-Ain Municipality, Western Region Municipality, and Official airline Etihad.

- 38,000 visitors across three events.
- Chef demos, live music and entertainment.





Love Food Festival

Abu Dhabi



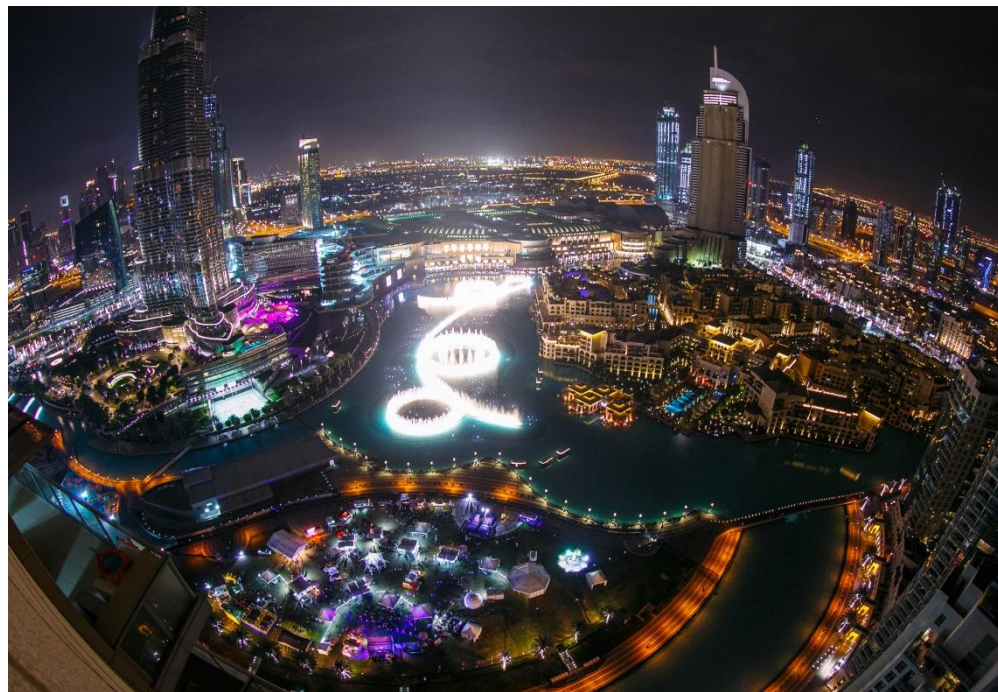
Eat The World DXB

Dubai

Food trucks shipped from London, along with the best international and local street food traders from USA, Singapore and UAE.

Love Food Festival Abu Dhabi was two events taking place in two locations in Abu Dhabi, Eat the World DXB headlined the first weekend of the Dubai Food Festival

- Celebrity chefs, Aldo Zilli, Giorgio Locatelli, Jun Tanaka, Andy Bates
- Live music and entertainment
- 50,000 visitors over three weekends



A 25 year career in events encompassing large corporate organisations and smaller entrepreneurial businesses involved in B2B, B2C exhibitions, conferences and publishing.

Founder of Real Food Festivals and Real Food Markets Ltd (2007 – present) Founder of Food Market Events Middle East FZ LLC. In these roles I have written for and contributed to various TV, radio, magazine and newspapers both online and in print. I have appeared on and been published on Channel 4 News, Sky Living's Cooks to Market, BBC's The Great British Food Revival, BBC Radio London, The Independent, Fire and Knives, The Guardian, Flavour Magazine, Market Kitchen, Delicious Magazine and Observer Food Monthly. I have also taken part in food and drink judging including the Soil Association Organic Food Awards, the True Taste Awards and the Great Taste Awards. More details here:

<http://www.realfoodfestival.co.uk/news/real-food-expert/>

- Director of Taste Festivals (2006 – 2008) UK and International

- Director and shareholder of Brand Events Ltd (2005 – 2008) organiser of consumer events including Top Gear Live, La Dolce Vita, Taste of London and MPH
- General Manager of Upper Street Events (2003 – 2005) event organising arm of the Business Design Centre with an event portfolio including Country Living, London Art Fair and New Designers)
- Advanstar Communications (1998 – 2002) Event Director of B2B exhibitions and conferences

A 25 year career in events and publishing including senior management roles encompassing project management, launch and commercial experience.

Group Deputy CEO Quantum Business Media (1989 – 2005) QBM was an MBO, majority owned by ABN AMRO Private Equity and employing around 200 staff. It published 14 magazines including The Publican and www.thepublican.com, Media Week and The Restaurant Show, organized trade shows, events and conferences. Whilst at QBM directed the launch of Taste of London, and grew the Publican brand from a fortnightly magazine to a multi faceted brand sold to CMPi for £21m. The business was sold in 2005 in six separate transactions delivering a 20x multiple of the previous years EBITDA.

MD -Quantum Media Ltd (2005 to present) Quantum offers Event project management, event content management and operational delivery.

Examples of projects managed:

- Operational delivery of all features and content for The Ideal Home Show and Eat & Drink series
- Show aesthetics, look and design standards of the award winning Ideal Home Show series.
- Taste of London (with Brand Events) –Successful Consumer food and drink show
- Civil Service Live B2B 8,000 for Dods Parliamentary communications and government 5 regional role outs of CSL (launch and run)
- ERG Live (QML contract to launch and run) conference, exhibition, networking and awards for Pageant Media
- Cake & Bake Show incorporating GBBO Live– launched then sold to Media 10, now mange operations and content
- Real Food Street Food Festivals, Love Food Regent Street, Open East, Walthamstow Garden party – operational delivery
- Street Feast –Abu Dhabi, Love Food Festivals and Eat the World- share holder, part of small hands on management team responsible for full event delivery



Fabio Diu

 Sales Manager & Trader Selection 

Over 10 years experience in the food sector, from working with food-dedicated NGO, food journalism and food festivals and events.

Festival Manager for Real Food Festivals (Food Market Events), launching, curating and developing portfolio of events.

Press Office, Contributor, Ambassador, and Interpreter, Slow Food International (International eco-gastronomic organisation and global movement present in over 150 countries, working to ensure everyone has access to good, clean and fair food). Working in the Press Office and Presidential Office alongside Carlo Petrini (founder and International President) as interpreter and for various international publicity and fund-raising tours; contributor to 'Slow' journal; involved in projects-based initiatives including Po Valley (raising awareness of the declining diversity of fish

in Italy's longest river) and Cheese (A biannual event dedicated to celebrating and preserving cheese making traditions involving thousands of producers from all over the world showcasing a selection of 151 different cheeses; producers, experts and chefs from 28 different countries; over 250,000 visitors); Slow Food Planet (International Slow Food accredited guide to the best food producers, restaurants and markets in the world)

Masters degree in Gastronomic Sciences, University of Gastronomic Sciences, Italy



Thank you