

An ADNEC Group Company

EXCeL  
LONDON

HOSPITALITY

# Food glorious food

The new face of food  
at ExCeL London



No more sad sandwiches.  
At ExCeL London, we  
believe that great food  
enables great event  
outcomes.

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It's simple really; customers who  
eat well are likely to arrive earlier,  
stay longer, network effectively  
and be inspired to return.

Over the last eighteen months, we have been working  
hard to revolutionise the food offering at ExCeL to  
help you to deliver outstanding events.

**Our philosophy is simple:**

- More outlets and more choice, to reduce queuing  
times and help people to spend more time in the  
show
- A food offering from around the world, working  
with renowned chefs to develop menus for  
discerning tastes

At the heart of our food experience is ExCeL London  
Hospitality, the new name for the unique partnership  
between ExCeL London and Levy Restaurants UK.  
This 10 year partnership sees ExCeL leading the way  
with a modern vision for catering; investing over  
£15m to deliver a highly focused food and beverage  
offering, designed to enhance the experience of  
customers.

After two years of work, we're delighted to share the  
results of this investment in food and drink; all part  
of our ambition to deliver the best possible event  
experience at ExCeL.

*Jeremy Rees*

Executive Director, ExCeL London



24

—  
eateries on ExCeL  
boulevard

15

—  
brand new units —  
a collection of high  
street names and  
bespoke brands

You'll find a fantastic range of food and drink on the boulevard at ExCeL, with everything from great brunches to lunches, healthy snacks to delicious treats made fresh in our onsite bakery.

New

### River Cottage Deli

Discover fresh seasonal produce, transformed into delicious dishes with a tasty River Cottage twist!

The first celebrity chef to align his brand with ExCeL London, Hugh Fearnley Whittingstall and his team have created a menu that includes homemade focaccia and baps filled with merguez meatballs, treacle cured beef and beetroot pakoras.



Meanwhile the cold deli serves a range of freshly prepared salads-to-go... along with beetroot brownies, sweet potato and coconut cakes and so much more.

The River Cottage Deli is a must-visit to enjoy healthy, tasty food with provenance.

Located near to hall entrance N10



New

### THE BRIDGE RESTAURANT DINER & BAR

Drawing heavily on American influences, The Bridge restaurant menu features all the classics from across the pond.

The ideal choice for people that want to connect, The Bridge now has an online reservation system so that you can book ahead for breakfast and lunch. The Bridge also has its own bar serving craft beer and bubbles, along with a grab-and-go concession 'Burgers & Dogs'

Located near to hall entrances N5/S5







New

E16

## E16 is our brand new artisan coffee shop.

Situated on the boulevard alongside its very own bakery, E16 offers French classics including croissants, eclairs and macaroons alongside fresh sandwiches and salads. Upstairs in the E16 lounge, you can take time away from the show floor and enjoy a relaxed dining experience. On the menu are big bowl salads and hot dishes.

E16 also has a coffee concession located near hall entrance S4.

Located near to hall entrance S11

New

**PUMMARO'**

## Celebrating all things Italian, Pummaro serves an exciting selection of take-away dishes... with a twist.

From pizzas made with Gloucester old spot pork with goats cheese and caramelised apples to rigattoni pasta with roasted butternut squash and sage, you're sure to enjoy something delicious.

Located near to hall entrance S5



New

**BRYN WILLIAMS.**  
EXCEL LONDON

## Introducing a new foodie pop-up series.

The second celebrity chef to align their brand with ExCeL, renowned Welsh chef Bryn Williams will be bringing his signature dishes to the venue as part of a new pop-up series.



Running for the next three months, visitors will find classics including lobster brioche rolls, crab cakes, fish finger butties, treacle cured brisket and salmon with gazpacho, alongside a range of vegetarian options.

Located near to hall entrance S4

New

**VIVA! Burrito**

## Experience the burrito boom.

Made fresh to order, you can enjoy a ridiculously tasty burrito with a choice of fillings including chilli and lemon chicken, barbacoa beef, guajillo pulled pork with habanero cream or pinto bean chilli.

Located near to hall entrance S5



B

## Breakfast — it's really important

There's nothing better than a plate of eggs florentine, a full English or a pile of freshly cooked pancakes to get your morning going. At ExCeL, many of the eateries are open from 8am, meaning that visitors can join us for a good breakfast... and the best possible start to the day.



## Baked fresh onsite...

Firing up the ovens at 5am, the two resident bakers in our onsite bakery (located on the central boulevard) create artisan bread and patisseries for consumption throughout the venue. On a typical event day, they make up to 1,000 croissants and brioche buns and 3,000 brownies.

## Eat well at ExCeL

We believe that just because an event has taken you away from your daily routine, it should still be easy to eat delicious, nutritious and balanced fare while at a show. From freshly prepared sushi to big bowl salads and bento boxes, there is now huge amount of choice for visitors who want to eat well.

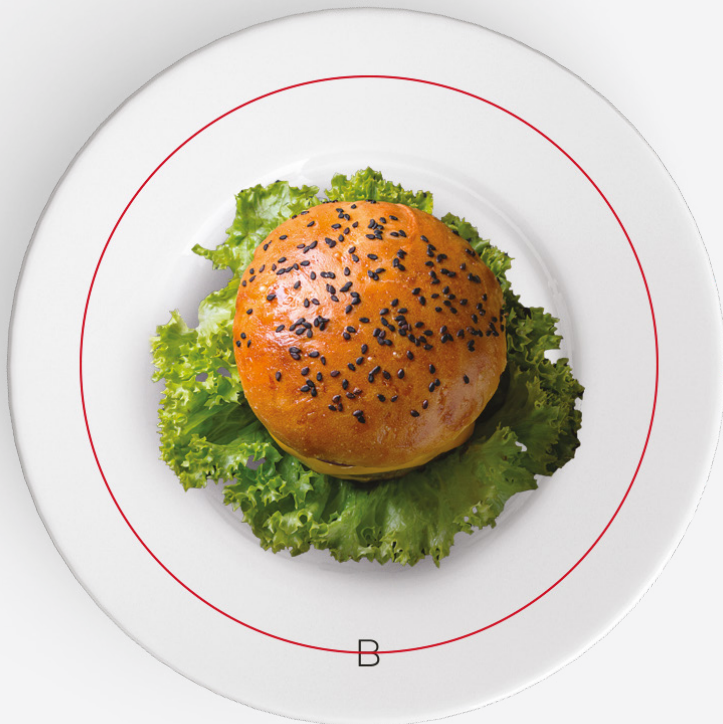
Always conscious of dietary requirements, our retail offering always includes items which are gluten-free, dairy free and halal.





## *Let's mingle*

Looking for a space where the party can continue once the event has closed? From cocktail receptions to full staffed hospitality dinners and exhibitor parties, ExCeL has a host of unique event spaces where you deliver a unique after-show experience.



## *A lunchtime spot, guaranteed*

Want to make sure that you have somewhere for that important meeting? Visitors to ExCeL can now avoid the queues that sometimes happen at busy shows and book online to secure a table for breakfast and lunch at The Bridge. This is great news for organisers... pre-booking a meal means there is a higher propensity for a visitor to turn up to an event!

# Great food and drink inside your event.



Exhibitors: They deserve great food and drink.

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We want to make sure that exhibitors have the best possible experience at ExCeL.



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Keeping visitors happy with great food inside your event is important.

There are so many possibilities... whether you are looking for a fine dining, bespoke restaurant experience or a grab-and-go lunch concession, we're committed to delivering a first class in-hall catering experience.



## Destination restaurants and bars.

Iconic brand River Cottage was recently brought to life at Grand Designs Live. The restaurant provided more than 3,000 visitors with a flavour popping menu and an opportunity to experience the brand's passion for food and use of local, seasonal produce.

During the Adobe Summit at ExCeL, delegates enjoyed a gastronomic delight at a bespoke pop-up version of Tom's Kitchen. Dishes were prepared onsite by acclaimed

chef Tom Aikens, and a stunning brasserie was created to reflect the modern, informal style of his London restaurants.

### **Need something a bit smaller?**

Whatever the need, we have a flexible catering solution for you. With stylish coffee carts and flexible mobile catering units that can be customised according to the needs of your event, we will work closely with you to deliver innovative food and drink to make your event extra special.

If you're going to be working long hours at ExCeL, you deserve great food and drink to keep you and your customers going!

For exhibitors, we have a variety of food options to help make life easier and business better. ExCeL London Hospitality will arrange anything from a morning stand delivery of coffee and breakfast pastries, to a fully staffed entertainment experience.

Exhibitors can also avoid any queues and pre-order some of the fantastic food from our new boulevard retail units... and get it delivered directly to their stand.





For many years, I've been passionately telling anyone who would listen that the catering at some UK exhibition venues has been lagging 20 years behind.

I am very happy to see the considerable changes that ExCeL have made to their food and drink offering, listening to their customers to deliver a high standard. They have backed this up with investing across the venue and the results are clearly visible.

Damian Norman,  
Managing Director,  
Telegraph Events

*Bon appetit!*

For your complimentary voucher to try some dishes from the new eateries featured in this brochure, please contact [juliagalbraith@excel.london](mailto:juliagalbraith@excel.london)

You can find out more about how great food and drink can enhance your event at ExCeL by visiting [www.excel.london](http://www.excel.london)

