

Hostex Cape's new attractions

Hostex Cape will feature over 220 exhibitors in one hall, as well as the SA Chefs Village and HomeGrown/SME Village, plus new features such the Global Pizza Challenge, Wine Circle, Greenstuff Village and Green Hotel. The exhibition will be held at the CTICC between 8 to 10 March, 2010.

“Hostex Cape is ideally timed to assist the industry in meeting the demands of the 2010 tourists, giving visitors a one-stop destination from which to source the products and services to ensure they are able to do so. This year's exhibition will expose visitors to new products and trends that will better enable them to provide a world-class service to the influx of tourists that the hospitality industry will be greeting when the football begins in June,” said Lynn Chamier, exhibitor director of Hostex Cape.

In addition to the plethora of products and services that will be showcased by the exhibitors, Hostex Cape 2010 offers more features and entertainment than ever before.

The SA Chefs Experience

The South African Chefs Association's Chef Village will once again be a dynamic hub of activity, with demonstrations on the latest culinary products and trends, as well as competitions such as the City & Guild Junior Top Chef Competition, the Cape Restaurant & Hotel Competition, the McCain Tribute to Good Taste, the Nestlé Maggi Mash Competition and the Spekko Rice 3 Meal Extravaganza. A mini-plated Cape Salon Culinare will also take place at the stand, showcasing exquisite culinary art. You can see the best of the Cape's chefs in action, and see who will be awarded the Bryan Montgomery Bursary.

Greenstuff Village and Green Hotel

In response to the overwhelming international move towards a more environmentally-conscious approach to all aspects of hospitality, Hostex Cape will, for the first time ever, feature a Greenstuff Village.

In addition to an exhibition area of suppliers of green products and services, the Greenstuff Village will feature a Green Hotel, taking the form of a series of rooms typically found in a hotel, with a comprehensive showcase of green products. This is the first time the hospitality industry will be able to experience a hotel that is green from floor to ceiling, inside and outside, furnished, equipped, serviced and operated with only green products.

Wine Circle

Designed in the shape of a circle, the Wine Circle will feature a select number of winemakers who will showcase their brands and cultivars to the hospitality industry in a targeted and informal environment, with a seating area to facilitate networking and catching up with colleagues.

Global Pizza Challenge

Another new addition is the Global Pizza Challenge, which is expected to draw participation from restaurants, coffee shops and pizzerias all over the Cape. Organisers will be pre-selecting approximately 20 passionate

independent pizza makers who can demonstrate their gastronomic masterpieces first-hand during the competition's national cook-off. Categories include chicken or meat, seafood, vegetarian and speciality or dessert, and judging will be done under the auspices of the SACA, with all recipes assessed by a panel of internationally recognised chefs and judged on their originality, balance, creativity, as well as excitement factor.

HomeGrown/SME Village

The HomeGrown SME Village will provide a showcase of proudly South African goods and services and niche service providers.

Other events

Log on to www.hostexcape.co.za to keep up to date on all the latest activities, competitions, demonstrations and highlights happening at Hostex Cape 2010. One of the highlights of the last day will be the Unilever Foodsolutions By Invitation Only competition, which will see six of South Africa's top chefs, hand-picked for their culinary talent, reputation and contribution to the industry, preparing a three-course meal from a mystic basket of ingredients. With a cash prize of R40 000, this is one of South Africa's most prestigious competitions, and takes place on Wednesday 10 March from 11am on the Mac Brothers stand.

Note for students

Marketing of the show will be aimed exclusively at a trade audience and, in an effort to ensure quality visitors no under 18s will be allowed. Students will only be allowed access on Wednesday, 10 March, with the prior approval of the organisers. To apply for access, download the application form on www.hostexcape.co.za email .

Contact

Hostex Cape takes place from 8 to 10 March 2010 at Cape Town International Convention Centre, from 10am to 6pm daily. You can pre-register on www.hostexcape.co.za. For further information, contact Specialised Exhibitions on +27(0) 11 835 1565 or log on to the website.

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