

## **A consecutive year delivering a bumper crop of visitors at BBC Gardeners' World Live and the BBC Good Food Show Summer**



*A vintage steam Engine in the Best in Show garden, Tom Kerridge and Adam Frost open BBC Gardeners' World Live and BBC Good Food Show Summer with over 100,000 visitors, and Michel Roux Jr entertains the audience.*

**In an epic four days, from 14 to 17 June, over 100,000 gardening and food lovers made their way to Birmingham's NEC, as BBC Gardeners' World Live and the BBC Good Food Show Summer brought together some of the biggest celebrity names in the business, the best exhibitors, top-class entertainment and wall to wall inspiration.**

With a gate increase for the second year running, 103,000 people explored 37 Gardens, 642 plant and food stalls and brands, 15 stages and demo areas, and an impressive line-up of top names including Monty Don and Alan Titchmarsh alongside Mary Berry, James Martin, Raymond Blanc and Tom Kerridge and many more chefs and gardening experts.

Top brands at the show included Tesco and Wyevale Garden Centres displaying award winning Show Gardens, M&S with their Sparks Members Lounge and retailing their plant ranges. Laithwaite's presented sell out wine tasting demos and Travelsphere highlighted their foodie destinations, capitalising on the ever growing popularity of food with travel. Lexus returned as headline sponsor for their fourth consecutive year.

Visitors were able to browse and buy from 642 companies, of which over 200 were new to the Show, delivering all-important new shopping opportunities and inspiration for loyal visitors.

Record numbers took advantage of the turn in the weather to stock up for their gardens, with most exhibitors reporting record sales not seen for many years.

Gardening exhibitor Willow Wand said "For us, this is one of the most important shows of the year, we know the visitors that come here are interested in gardening and keen to try something new.

"We'll certainly be back next year. We've had our best day of retail sales of any show we've ever done since we started out."

Food exhibitor The Sunday Girl, said of their experience at BBC Good Food Show: "It's a huge event but brilliantly organised and smoothly run. There's a lot of footfall and a super quality of customers. This will definitely be a regular fixture on our events calendar."

Laura Biggs, Managing Director of the event organisers, River Street Events, said: "We're exceptionally proud to put on such an important duo of BBC Events each year. 2017 was a big year for us, with the 50th anniversary of BBC Two's Gardeners' World, and it was important for us to make 2018 bigger and better still – and we certainly did!

"To do something so astonishing as to bring the first ever working steam train into a UK Show Garden is a testament to the team's hard work and dedication. Likewise to see our visitors' sheer delight at meeting their favourite gardening and food experts and chefs face-to-face is what makes our work and Shows so unique and popular."

## **ENDS**

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