

Press Release

18 April 2018

Yate Supplies celebrates another ‘brilliant’ turnout for their 2018 Brilliance Bar event.

Hot on the heels of the recent Hotelympia conference, Yate Supplies hosted their 2018 Brilliance Bar event bringing together purchasing teams and senior decision makers from some of the UK’s most prominent F&B brands. Held at the end of March, the Brilliance Bar event saw just shy of 50 businesses come along to be part of the first distributor event after Hotelympia that offered sight of new product launches from key names including Villeroy & Boch, Churchill and DPS to name a few.

Speaking of this latest showcase, Colin Massie, Head of Sales at Yate Supplies says *“Our Brilliance Bar events are starting to earn a reputation amongst our clients as go-to dates for the diary. This is in no small part down to the wide range of industry suppliers that attend and support us, showcasing latest products and ranges, but also because of the dynamic and innovative way we bring some of the major industry issues to the table.”*

He continues *“This year our main focus was on the impact of plastics and ways in which we as an industry can find better alternatives through the use of plastic free products. We were able to showcase a wide range of compostable, biodegradable and recyclable straws, cutlery, cups, lids and food packaging, and we’re especially*

grateful to Vegware who gave customers a great insight to effective recycling of products, waste streams and their “close the loop” system.”

Delegates enjoyed a warehouse and factory tour, to get a look ‘behind the scenes’ at Yate Supplies and to see how the operation runs to deliver outstanding product quality and customer service, whilst the sales team were on-hand throughout the day to answer any questions and make introductions as required. With so much to see and discuss, glassware suppliers Artis and Arc ensured that everyone was well refreshed thanks to their glassware demonstrations and tastings of beers, ciders, gin and wines. Couple this with a constant supply of delicious baked goods, soups and broths provided by the team at Yate Supplies and its easy to see what makes this annual event truly **Brilliant**.