

Edinburgh Festival Fringe 2013 – REVIEW – Josh Widdicombe: Incidentally... ****.5



**Josh Widdicombe: Incidentally..., Assembly George Square 9pm,
until 15th Aug (except 7, 13), £13/12 (£12/11 concessions)**

After numerous appearances on infamous panel shows such as Mock the Week and 8 Out Of 10 Cats, [Josh's](#) profile has grown rapidly, with this performance proving just why he fills venues in the way he does.

An assortment of items on stage include a retro telephone and a pack of Swizzles Love Hearts, who must be delighted with the supposed increased sales – “If you have ever wanted to hear someone speak about Love Hearts for 10 minutes then let me tell you, your ship has f*****g come in!” declares Widdicombe. Seemingly average mementos of a time gone by are ridiculed by the talent, who still appears fresh and assured with his observations, including the insight he provides to his flatmate's oddities.

Conjuring brilliant material by conversing with whoever is fortunate (or unfortunate) enough to catch his eye, Widdicombe's relaxed attitude make his retorts seem effortless, although he spent just a tad too much time straying from his own content for my liking.

Josh, ultimately, raised the roof, and he raised a genuine question during his routine – just what is the laughing cow of 'The Laughing Cow' cheese fame actually laughing at?