

# IFE 2021

## The UK's Largest Food & Drink Event

[www.ife.co.uk](http://www.ife.co.uk)



The International  
Food & Drink Event  
22–24 March 2021  
ExCeL London

**fresh**  
MONTGOMERY



The International Food & Drink Event

# 2019 Event Highlights

“

Very good event, met some serious potential buyers that we wouldn't have seen without attending IFE.

CRAIG FOSTER, MD AT LARRY'S FISHCAKES

”



## Trend Trails

The Trend Trails highlighted products being showcased on our show floor that followed top food & drink trends within the industry, such as Food To Go, Global Innovations, Plant Based, Private Label, Sustainable Solutions.

## World Food Innovation Awards

We hosted the World Food Innovation Awards at the show - one of the most prestigious award ceremonies in the food & drink Calendar. We were delighted to recognise some of the most innovative food & drink products from around the globe.

## Exporting is Great Hub

The Hub in conjunction with the Department for International Trade brought together advice and practical guidance for all UK businesses on how to begin the export journey and start to sell products and services to a global market.

## Meet the Buyer

Meet the Buyer returned bigger than ever before. Our exhibitors pitched their business to senior buyers in the industry for their feedback and insight.

## Talking Trends

Now in its second year, The Talking Trends stage focused on innovation, key food & drink trends and hard-hitting UK and international issues within the food & drink industry.

## The Big Debate

An interactive debate session run daily by top industry experts discussing the most relevant and divisive topics of the year.

## Tasting Trends

We gave visitors the opportunity to see and taste the up-and-coming food & drink trends in an all new street-food style feature.

Event Sections Include:



# Attendees

25,000  
Attendees

Buyers in attendance included:



48%

UK Exhibitors

13%

International  
Visitors

52%

International  
Exhibitors

87%

UK Visitors



1,250  
Exhibitors

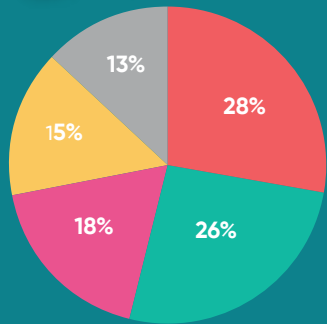
97  
Countries

Supported by:



The International  
Food & Drink Event  
22–24 March 2021  
ExCeL London

# Attendees



## Visitor Sectors

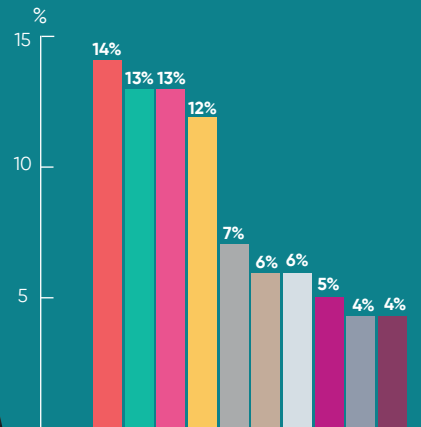
- Foodservice & Hospitality
- Manufacturing
- Wholesale & Distribution
- Retail
- Import / Export

## Purchasing Authority

**74%** of visitors have purchasing authority

**£25.6bn**

is the combined attendee purchasing authority



## Top 10 Product Interest

- Grocery
- Snacks & Confectionery
- Health & Wellbeing
- Drinks
- Speciality Food
- Cheese & Dairy
- Meat & Seafood
- Bakery
- Ingredients
- Frozen



The International Food & Drink Event  
22-24 March 2021  
ExCeL London





The International Food & Drink Event

# 2019 Visitor Breakdown

“  
These couple of days have been amazing. I saw all of my potential buyers on day 1 - buyers from USA, UK, Portugal and Asia  
”

**BACHANA OBOLADZE,**  
SALES MANAGER, DINASTIA

## Retail

# 13%

of visitors to IFE 2019 came from the retail sector including:

- Delicatessens / Farm Shops
- Multiples / Supermarkets
- Wine, Beer & Spirit Retailers
- Independents • Gift Shops



## Foodservice / Hospitality

# 28%

of visitors to IFE 2019 came from the foodservice & hospitality sector including:

- Contract Caterers • Restaurants
- Hotels • Travel / Leisure / Sports Venues / Catering • Public Sector Catering • Cafés / Sandwich / Snack Bars • Pubs / Clubs / Bars
- Casual Dining



## Wholesale / Distribution / Import / Export

# 33%

of visitors to IFE 2019 came from the wholesale & distribution sector, including:

- Distributors • Cash & Carries
- Importers • Exporters • Wholesalers



## Manufacturing

# 26%

of visitors to IFE 2019 came from the manufacturing sector, from large FMCG brand owners to private label specialists:

- Food & Drink Manufacturers





The International  
Food & Drink Event

13% of IFE  
attendees  
were  
international

56% of  
exhibitors  
at IFE 2019

# A Truly International Event

97  
countries  
represented

“

*“IFE really helps bring the right customer in. Our 2<sup>nd</sup> time here and it is already looking very positive for us. Will definitely be back. Great for building our brand and getting new customers onboard.”*

LEANNE, CO-FOUNDER OF  
FLOWER AND WHITE

”

## International pavilions at IFE 2019

**Australia • Belarus • Canada • China • Croatia • Cyprus • Ecuador • France • Georgia • Greece  
• Hungary • Italy • Lebanon • Pakistan • Peru • Poland • Portugal • Romania • Serbia • South Korea  
• Spain • Sri Lanka • Taiwan • Thailand • Turkey • United Arab Emirates • USA**



The International Food & Drink Event



# What's New at IFE 2021?

## New Floorplan

The exhibition will be located entirely on the south side of ExCel improving visitor flow across the show, resulting in more exhibitors engaging with more relevant buyers.

## New Product Development Focus

At IFE 2021, for the first time will be inspiring food and drink manufacturers, product developers and entrepreneurs with everything needed to take a product from concept through to finished product, including processing and packaging solutions as well as innovative ingredients and services.

## IFE & HRC Unite

In 2021, IFE will unite with HRC, Hotel Restaurant and Catering Show. In response to increased industry demand due to an ever-evolving environment, HRC and IFE, including Pro2Pac, will take place annually from 2021 onwards.

The events will attract more than 2,000 exhibitors and 45,000 retail, hospitality and foodservice professionals across three days to create the UK's annual must attend event for the food, drink and hospitality sectors.

## Benefit from pre-show marketing

### Email

We promote IFE to our database of industry professionals via email to specific groups based on their main focus and interests. We have a combined Food & Drink database figures of 190,000+.

### Press

We worked with 300+ publications and associations during the IFE 2019 campaign, including The Grocer, The Caterer, Speciality Food Magazine, Big Hospitality, BBC Good Food, Guild of Fine Food and many more.

### Social Reach

IFE has an active audience of followers across social channels, and also benefits from exposure to Pro2Pac's followers too.

### Our social handles

Twitter – @IFE\_Event  
Facebook – IFEEvent  
Instagram – ife\_event



### Print

We also send a comprehensive offline campaign which includes invitations to senior buyers and a preview mailed to 15,000 qualified food & drink professionals highlighting key products and attractions to visit.

Our Portfolio Includes:



Co-located with:



Organised by:





The International  
Food & Drink Event

# Join the Industry at IFE 2021

## Why Exhibit?

*IFE brings together more food and drink buyers and suppliers than any other UK event. Taking place in London the home of food and drink innovation, exhibiting at the event will provide a unique opportunity to:*

- Access the largest group and of food and drink buyers in the UK
- Generate new business opportunities
- Enhance relationships with existing customers
- Position your company as a leader in the food and drink industry
- Increase brand awareness and visibility to the industry's senior decision makers

## Return on Investment

We want to help our exhibitors measure their ROI which is why all of our exhibitors get exclusive access to:

### SmartScan Visitor App

Capture leads with your mobile device for your to

### Meetings Tools

Visitors will be able to schedule meetings with exhibitors prior to the show

### Meet the Buyer

This is your opportunity to pitch your products to some of the UK's largest retailers, foodservice operators and distributors

### PR & Marketing Support

Take advantage of coverage in industry press releases, social media and IFE's newsletter

## Contact

To find out more and to book your stand:

**Daniel Gray**

**Head of Sales**

**[Daniel.Gray@freshmontgomery.co.uk](mailto:Daniel.Gray@freshmontgomery.co.uk)**

**+44 (0)20 7886 3056**

“

*High quality of visitors, it feels a lot busier than prior years. The organisers are great and are happy to help with any concerns. Have been exhibiting for many years and will continue to do so.*

**ARIELA CESAHA,**  
MANAGING DIRECTOR,  
IL GELATO DI ARIELA

”

## Stand Prices

If you are looking to enhance your presence at IFE 2019, there are a wide range of opportunities available, pre, during or post show. Whether it is increasing the visibility and exposure of your brand, targeting a new audience or highlighting the quality of your product through tastings, these opportunities will help you achieve your return on investment.



**Registration  
Fee**

**£300  
+vat**



**Space  
Only**

**£381 per m<sup>2</sup>  
+vat**



**Stand  
Sharer**

**£300  
+vat**



**Shell  
Scheme**

**£446 per m<sup>2</sup> +vat**

*Includes white walls, cladded shell scheme, spotlights, carpet and name board. Stands over 6m<sup>2</sup> will receive a 500w power socket.*