

<b>SPECIALITY</b>		OLYMPIA LONDON
<b>&amp;</b>	FINE FOOD FAIR	
	1-3 SEPT 2019	

**20<sup>th</sup>**  
ANNIVERSARY

**Celebrating 20 years  
of fine food and drink!**

**Italia**   
**longevity**

**TRADE ONLY**

**#SFFF19**  
**@SPECIALITYFAIR**  
**[SPECIALITYANDFINEFOODFAIRS.CO.UK](http://SPECIALITYANDFINEFOODFAIRS.CO.UK)**

# The 20th edition of the UK's leading showcase of food and drink

## A little background on us...

Celebrating its 20th year, the Fair is the UK's most renowned event for the speciality, artisan and fine food & drink industry. Over the last 19 years the Fair has built a fantastic reputation for delivering quality visitors with real buying power.

Buyers and chefs from the retail, hospitality and distribution sectors ensure the Fair, held annually in September in Central London, is a key date within their diaries so that they benefit from unrivalled networking and the chance to stay ahead of their competitors by sourcing the latest on-trend products.

Year after year buyers take the opportunity to launch into the market and make the most of heightened exposure and direct face time with both national and international buyers at the event.

## Our Audience

2018 was a fantastic year for the Fair, and here is a round-up of the stats;

**10,005 visitors**

(up 6% on last year)

OVER

**700 exhibitors**

### WHO OUR VISITORS WERE:

**Retail 24%**

**Hospitality 22%**

**Manufacturer 18%**

**Foodservice 13%**

**Wholesaler / Distributor 13%**

**Import / Export 10%**

**79%**

of our visitors attend the Fair to keep up-to-date with the market and are on the hunt for new products

There's no better way to do business than face-to-face by meeting buyers with **83%** of exhibitors stating they had noteworthy meetings at the Fair



# Key Buyers



"We export to India and are keen to find new and exciting products from this market. So far, we've found lots of interesting bits to take back with us and are excited to work with new brands."

**Jignasa Shah, Consultant, Eurasia Intertrading LTD**

"The Fair for me has been a one-stop-shop of discovery. There has been a myriad of new, exciting and innovative products. This is a must-go-to show. #outstanding."

**Steve Walpole, Head of Food, Ugo Food Group**



"Speciality & Fine Food Fair has, for more than 10 years now, been an amazing source of inspiration for us because of the products on display and the enthusiasm and dedication of the producers and vendors. I cannot imagine a year going by without visiting the show!

**Mark Himsworth, Waitrose**

"What struck me was the number of really interesting, delicious, well thought out, young foodie start-ups who were a joy to meet and a real testament to how exciting our industry has become."

**Sam Rosen-Nash, Buyer, Fortnum & Mason**



"It's great to have a chance to refresh, regroup & look on things with new eyes."

**Kelly Molloy, Harvey Nichols**

# Italia Longevity



# Floorplan

## GROUND FLOOR

KEY  SOLD  AVAILABLE

### NEW Layout

A refresh of the ground floor layout, moving the staircase to enhance footfall traffic to the Gallery Level.

20TH ANNIVERSARY



### NEW Our 20th Anniversary Celebration

We will be going big in 2019 and celebrating our 20th anniversary, so join us for a host of activities in the run up to the Fair and during the event looking back at the speciality food industry over the past two decades.

### Welcome Point

A friendly and informative entrance for all visitors to ensure they are aware of all attractions and key areas around the Fair.

ENTRANCE



CONFIRMED EXHIBITORS INCLUDE • Welsh Government • Business France • Deliciously Yorkshire • Chase Distillery • COOK Trading

# Floorplan

## UPPER FLOOR

### Savour the Flavour

Our experiential theatre delivers ideas and delicious tastings to help drive more customers and increase profit alongside practical tips and advice on routes to market, product innovation and menu development

KEY  SOLD  AVAILABLE

### Food for Thought

An impressive line-up of business owners and experts take to the stage at Food for Thought to provide free advice in interactive sessions for retailers and food and drink start-ups.



### The Great Taste Deli

A display of winners from the world's largest and most trusted food and drink awards. We are proud to partner with the Great Taste Awards.

### The Discovery Zone

A showcase of the new and exciting businesses within the premium food and drink industry and a perfect place to launch your new brand (only available if you have been trading in the UK for 36 months or less).

FOOD FOR THOUGHT

DRINKS CABINET

GREAT TASTE DELI

### UPDATED The Drinks Cabinet

Due to its incredible success in 2018, the popular Drinks Cabinet returns for another year showcasing an array of suppliers offering the greatest tipples around. Reserved exclusively for luxury drinks, mixers, non-alcoholic drinks and high-end bar snacks, this is your

opportunity to reach the industry's key decision makers and have a meeting in our luxury lounge.

This is the perfect opportunity to position yourself at the forefront of the speciality drinks market at a key destination within the Fair.

CONFIRMED EXHIBITORS INCLUDE • Whitakers Chocolate • Traclements • Fentimans • The Fine Cheese Co • Pipers Crisps • Gotswold Fayre

# Partners & Testimonials

Don't just take our word for it, have a look at what our clients have to say...

"We returned to the show this year having not exhibited here for 5 years. I can honestly say we were very pleased to have returned and have experienced great service from the Fresh Montgomery team, and more importantly gained some great new leads and had some productive conversations with our existing stockists. We will be back next year!"

**Angela Dearlove, Cook Trading**

"Magnificent! Really pleased with the atmosphere, audience and

organic  
Food  
first  
for us  
so many  
existing  
feed

**Frederick Kampman, Lowmanaci Botanical Beers Co.**

**Amazing! We made our money back in 2 days!"**

**Mo Ragput, The Datory**

"We were delighted with the response at Speciality & Fine Food Fair where we had more than 100 sales leads from potential customers, ranging from farm shops and restaurants to national retailers."

**Arwyn Morris, Trailhead Premium Beef Jerky**



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**Axelle de Femery, HoneyBerry Ltd**

**THE CATERER**  
finefood  
digest

**The Grocer**  
SPECIALITY FOOD  
MAGAZINE



# Your stand

# Italia Longevity



2019 will be a big year for the Fair as we celebrate the 20 years of the speciality food and drink market, we'd love you to join us!

Exhibiting is your opportunity to put your products directly in front of a high-quality audience of food and drink buyers looking to source the latest in speciality, artisan and fine food and drink.

By exhibiting at Speciality & Fine Food Fair we offer more than just a stand.



**Space Only** £400 per m<sup>2</sup> + VAT

Exhibitors can book a blank area of the Fair to create their own brand experience that reflects their messaging and vision. The exhibitor must provide flooring and free-standing walls.

**Ready Made Shell Scheme** £470 per m<sup>2</sup> + VAT

Includes walls, carpet, nameboard & lighting. PLUS for stands of 4m<sup>2</sup> or more the choice of either a free 500w socket or cabinet.

**Discovery Zone** £850 + VAT per stand

The Discovery Zone is reserved for new businesses which have only been trading in the UK for fewer than 36 months.

## All our packages include:

- **EFEE Scanner app for lead capture**
- **Exhibitor Education Morning** – a chance to prepare for the Fair and hear hints and tips from buyers.

## Perche' SpecialtyFood con ItaliaLongevity?

# Italia Longevity

### ATTRAZIONE

Attrazione buyer e gruppi di acquisto nel cluster Longevity: i buoni prodotti italiani che fanno vivere a lungo.  
- Presenza in stand con campioni cataloghi e ns. personale  
Matching b2b con buyer selezionati  
Report con profilo dei buyer interessati ai vs prodotti

### LOGISTICA

- Followup 12 mesi con Logistica e domiciliazione Londra  
- Groupage dall'Italia per spedizione campioni/materiali agosto.  
- 12 mesi nella piattaforma b2b ItaliaLongevity.it (interazione con 20 mila buyer e gruppi d'acquisto internazionali)  
- Service residente Prowexx.

### BUSINESS MODEL

Quota di partecipazione 300 eur per azienda + campioni per 150 eur con consegna Italia;  
- Commissione sulle vendite ai buyer fiera, matching, piattaforme e cataloghi ItaliaLongevity e Prowexx

### SPECIALITY FINE FOOD

La fiera UK N.1 del settore. Ci sono molti eventi a Londra ma da 20 anni è questo l'appuntamento di riferimento per Retailers, distributori, e-commerce, foodservice, buyer, grossisti UK in cerca di nuovi prodotti e nuovi fornitori.  
Massima visibilità: E' irrilevante la concorrenza delle marche italiane industriali.

## Package

exhibiting

## Wraps

offer a prominent advertising space entrance of Fine Food Fair and the attention of all entering and leaving.  
AT for two panels

# CONTACT US

Our event team is committed to helping you find new customers and we have numerous ways that we can add value to your experience at Speciality & Fine Food Fair 2019.

We'd love to tell you more about the Fair and how we can help you grow your business.

FOR MORE INFORMATION, PLEASE CONTACT:



Il punto d'incontro con i FoodBuyer UK  
B2B | Logistica | Marketplace | Fiere  
PROWEXX – London



## Contatti ITALIA

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