



## International Food & Drink Event

21-23 March 2022 | ExCeL London

The UK's leading business event  
for food & drink professionals

[www.ife.co.uk](http://www.ife.co.uk) | [#IFE22](https://twitter.com/IFE22)

## Prospective Exhibitor Information

IFE 2022 is co-located with:





With a successful history of over 40 years, IFE, International Food & Drink Event is the UK's largest food and drink trade event.

IFE provides producers the ultimate environment to showcase the latest products to buyers from across the retail, wholesale & distribution, import & export, and the foodservice sectors.

IFE 2022 is the first major UK event to take place since the pandemic and gives businesses the first real opportunity to position their products in front of 30,000 buyers.



# Who Will You Meet?

30,000 trade visitors  
74% purchasing power  
111 countries represented

## 2019 Visitor Breakdown



### Retail

13%

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

Delicatessens, Farm Shops, Multiples, Wine, Beer & Spirit Retailers, Independents, Gift Shops, Online Retailers, Food Halls, Hamper Companies, Convenience Stores



### Manufacturing

26%

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

Food & Drink Manufacturers, Private Label Manufacturers, Contract Manufacturers, Entrepreneurs



### 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



## Event Sections Include:



in partnership with  
the Vegan Society



**15%**  
International  
Visitors

**48%**  
UK Exhibitors

**52%**  
International  
Exhibitors

**85%**  
UK Visitors

**64%**  
of attendees  
were Owner,  
Director, or  
Manager level

**111**  
Countries

**1,500**  
Exhibitors

**+£25.6bn**

is the combined  
attendee purchasing  
authority

"We're exhibiting at IFE 2022 as it will be a great event to showcase the work we've done over the last eighteen months within product development. IFE provides us with a great platform to launch our new products and we've really missed the opportunity for face-to-face networking."

Richard Pitchfork, Managing Director, **Maxons**

# A Truly International Event

## Official 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

"IFE 2022 provides us with the perfect opportunity to showcase our unique premium ranges of genuine Makuna Honey to a truly international audience. We've chosen to exhibit at IFE for the consistent high calibre of attendees and major retail buyers particularly from the UK and the EU."

Adam Boot, International Brand  
Manager, **Midland Apiaries**

# What's On at IFE 2022



## Future Food Stage

Addressing the key issues in the food & drink sector, the Future Food Stage is the place to come and develop your knowledge. Discuss, debate and delve into headline talks, panel discussions and keynote speeches all focusing on what the future holds for this sector.

## IFE Hub

Featuring at the heart of the event is the IFE Hub. This centrally located area will allow visitors to partake in meetings, network with suppliers, relax and recharge throughout the event.

## World Food Innovation Awards

Exclusive to IFE, the World Food Innovation Awards in partnership with FoodBev Media will showcase the latest innovations across the food and drink sector. With 26 categories and over 200 entries, the 2022 Awards is set to be our biggest yet and will provide the perfect opportunity for buyers to taste, touch, and sample products from the finalists as well as attend the Award Ceremony which takes place on the Future Food Stage.



## Advice to Go Zone

The Advice to Go Zone provides exhibitors the opportunity to gain valuable knowledge from industry experts on how to enhance your business. Whether you're looking for support and advice on exporting, marketing, sustainable packaging, supply chain services, or labelling, this complimentary service will give you the perfect opportunity to ask the experts.

## The Certification Drop-In Clinic

The Certification Drop-In Clinic is an opportunity for visitors and exhibitors to meet with experts in the respective fields of certification, to be updated on the new rules and regulations, and discover what they need to do to be certified in a world of a more conscious consumer.



# Join the Industry at IFE 2022

## 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:

- Showcase your products to a quality audience of 30,000 UK and international buyers
- Create brand awareness and position your business and products alongside the latest trends in the food and drink sector
- IFE attracts an audience with a collective spend of over £25.6bn, making the event an ultimate destination for businesses to position their products in front of, and engage with, buyers from across the food and drink sector who all have real purchasing power
- Generate new business opportunities and nurture existing relationships
- Ensure you're keeping up to date with the latest industry trends

## Stand Prices

Space Only  
**£389**  
+ VAT per m<sup>2</sup>

Shell Scheme  
**£459**  
+ VAT per m<sup>2</sup>

Registration Fee  
**£300**  
+ VAT

Stand Sharer  
**£300**  
+ VAT

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

## IFE connects

All exhibitors at IFE 2022 will receive a complimentary listing on IFE Connects and the opportunity to upgrade to receive a virtual Supplier Showroom, take part in webinars, and host meetings with buyers 365 days a year.

"IFE 2022 is the perfect showcase for our latest products to a truly international audience. This event allows us to meet new customers face-to-face again and gain valuable insights into the upcoming food and drink trends."

Richard O'Keefe, Managing Director, **New English Teas**



## Sponsorship

To get the most out of exhibiting at IFE, we recommend you take advantage of our range of sponsorship opportunities. Help your target audience find your stand with ease by securing digital and print options and promote your company and products to key buyers and decision-makers pre, during and post event.

## Return on Investment

We want to help our exhibitors measure their ROI which is why all of our exhibitors get exclusive access to unlimited Montgomery Group Lead Scanners, capturing unlimited leads with your mobile device.

## PR & Marketing Support

All exhibitors will benefit from engaging with buyers through our dedicated marketing campaigns and exhibitor listings across:

- 150+ industry trade magazines
- 20,000+ followers across social media
- 100,000+ database of curated food and drink buyers
- 800,000+ page views on **ife.co.uk**





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# Contact

To find out more and to  
book your stand:

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**IFE Manufacturing**  
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**Hotel, Restaurant & Catering**  
21-23 March 2022 | ExCel, London



Presented by  
**THE FRESH PRODUCE CONSORTIUM AND PRODUCE BUSINESS**

Stands			
Build Types			

Taproom Exhibitors:

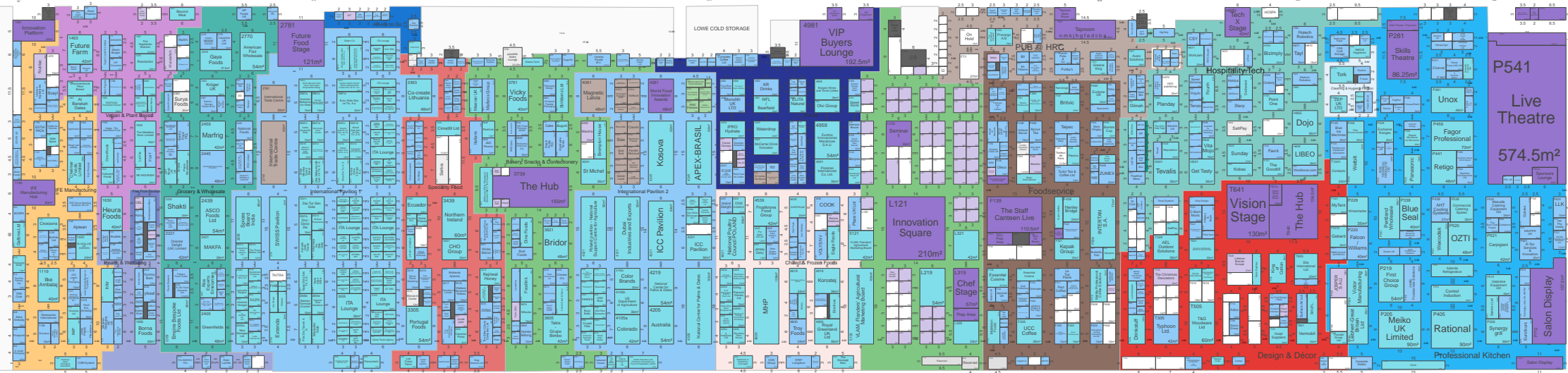
- F481:
- a - Siren Craft Brew
- b - Big Smoke Brew Co
- c - Anspach & Hobday
- d - Full Circle Brew Co
- e - Brouwerij Haacht
- f -
- g -
- h -
- j -
- k -
- m -
- n - Old Street Brewery

IFE Manufacturing

IFE

London Produce Show

HRC



ENTRANCE N6

EXIT N6

ENTRANCE N7

EXIT N10

ENTRANCE N11

BOULEVARD

Prince Regent

