



The UK's leading showcase of artisanal food & drink

#SFFF25 | @SPECIALITYFAIR | specialityandfinefoodfairs.co.uk

A TOAST TO FINE FOOD & DRINK!

A little background

IT'S AN INDUSTRY EVENT... DESIGNED AS A FOOD FESTIVAL.

Speciality & Fine Food Fair will be returning to Olympia, London this year from Tuesday 9 - Wednesday 10 September. Thanks to our stringent registration process, where every visitor is qualified, the fair is trusted to deliver an elite audience of buyers across the sector. Our core audience includes retailers such as farm shops, delicatessens, high-end food halls, and multiples; hospitality business owners, including chefs, hoteliers, and restaurateurs; as well as wholesalers, distributors, and more.

This event is a second-to-none opportunity to launch new products, promote existing brands and connect with the industry. It's an opportunity to become part of the Speciality & Fine Food Fair Family!



OUR AUDIENCE



INDUSTRY SECTOR



Hospitality & Foodservice Buyers: Caterers, hotels, restaurants, cafés, pubs, bars, and travel companies.



Retail Buyers: Farm shops, delicatessens, high-end food halls, independent retailers, multiples, and online retailers



Wholesalers & Distributors: Importers, Exporters, Distributors & Wholesalers of Speciality Products

Our visitors also include government bodies, start-up funds, trade press & manufacturers

70% Visitors searching for new products

73% of attendees had direct purchasing authority

96% of attendees intend to return in 2025

ATTENDEES INCLUDED

Harrods

Abel & Cole



Bayley Sage



Waitrose

COTSWOLD FAYRE
-EST 1999-



Partridges LONDON



CLASSIC FINE FOODS

daylesford ORGANIC FARM GLOUCESTERSHIRE

M&S EST. 1884

COBBS

Picture house

cocado



HISTORIC ROYAL PALACES

SELFRIDGES & CO

FORTNUM & MASON EST 1707



thyme & tides

Fenwick

DON'T JUST TAKE OUR WORD FOR IT...

Hear what some of our exhibitors have to say! “

“The Fair provides a great deal of opportunities which if used correctly can lead to big success for your business.”

Dallis Gate

“The quality of visitors was excellent, leading to meaningful conversations with both new and existing customers. Overall, it was a well-organised event that provided great networking opportunities for exhibitors, and we look forward to attending again!”

Burren Balsamics

“This fair has undoubtedly opened new doors for Golden Road Gin, helping us expand our brand's reach and build meaningful relationships. We can't wait to return next year!”

Golden Road Gin

“The level of interest and engagement we received was beyond expectations, and we were able to connect with buyers, fellow producers, and gin enthusiasts who share our love for discovery and adventure. This fair has undoubtedly opened new doors for Golden Road Gin, helping us expand our brand's reach and build meaningful relationships.”

Golden Road Gin

“The quality of buyers was fantastic, ranging from brilliant farm shops and delis to bigger retailers - it was a really well organised event, with great energy and we're looking forward to hopefully returning in the future!”

All Dressed UP Dressings

“The two Speciality & Fine Food Fair shows I have exhibited at (2023 and 2024), have succeeded and connected me with some pivotal companies and people. This is a testament to the clientele that comes through the doors.”

Quirky Monkey



WHAT'S HAPPENING AT THE FAIR THIS YEAR



Awards

The Speciality & Fine Food Fair Awards champion all that makes our industry such a remarkable and inspiring place. In 2025 they will be back & better than ever shining a spotlight on excellence with categories including Outstanding Industry Champion, New Product of the Year (UK & International) and Independent Retailer of the Year.



Gift and Homeware

Do you have products that compliment a food and drink offering? This section will feature a carefully curated section of non-food products - from pet accessories to kitchenware and eco-friendly packaging to artisan homeware and unique gifting options.

NEW

Pitch Live In Partnership with IND!E

Pitch Live will be back bigger and better. We have teamed up with IND!E once again and will be providing some huge opportunities to pitch your products in front of some really exciting panels... watch this space for more info!



Power Breakfast

The Power Breakfast is an exclusive invite-only event. Hosted on the second day of the event and before the Fair opens to the public, a hand-selected audience of visitors will have the chance to join us for breakfast, networking, and a key note speaker session followed by a Q&A with a leading industry expert. This is a great opportunity for your brand to be noticed by some of the top buyers and business owners in the industry.

WHAT'S HAPPENING AT THE FAIR THIS YEAR



Food For Thought

The Food For Thought stage is the ultimate hotspot for industry insights, where top experts take the spotlight to dive into cutting-edge innovations, game-changing trends, and thought-provoking discussions - all designed to inspire you and your brand!

Drinks at the Fair

Filled with a vibrant array of innovative drinks ranging from spirits, beers, ciders, and wines to tea and coffee, this area at the Fair will be the ideal place to stir up creativity & discover the latest offerings in the beverage domain.



NEW

Regional Showcase

New to the Fair for 2025 is our Regional Showcase where we will be highlighting producers from regions across the UK throughout our campaign, helping our visitors easily find regional products they are looking to source.

NEW

The Village Square

The Village Square will be an energetic hub at the heart of the Fair, designed for networking and exploring exciting new business opportunities through tastings and round table discussions.

WHAT'S HAPPENING AT THE FAIR THIS YEAR



Start-Up Village

The Start-Up Village is the ultimate launchpad for new artisanal food and drink brands that are less than two years into their journey. It's where buyers come to discover the latest innovations, spot emerging trends and connect with the industry's rising stars.

Great Taste Deli

With the recognisable Great Taste Awards star logo, the Great Taste Deli will be shining a spotlight on award-winning products, giving buyers the opportunity to sample and discover the very best on the market.

Marketing Bundles

The marketing bundles are a limited-time offer available when you book a stand, designed to maximise your brand's visibility and impact before, during, and after the Fair, ensuring that exhibiting with us opens doors to opportunities beyond the Fair.

NEW

Meet the Wholesaler Opportunities

Our new wholesaler opportunities are there to get your product in front of one of the big wholesalers.....more details to follow soon!

NEW

BE PART OF OUR COMMUNITY

2025 will be bigger and better than ever before and we'd love for you to join us and become a part of the Speciality & Fine Food Fair family.

Exhibiting at Speciality & Fine Food Fair is more than just a stand. It means immersing your brand in a vibrant showcase, fostering meaningful connections with industry experts, and elevating your products through a curated platform dedicated to excellence in food & innovation.

Booking a stand with us couldn't be simpler - here are our options:

Space Only Price from: £516 per sqm + VAT

Premium Space Only Price from: £568 per sqm + VAT

This will give you the space in the hall but you must then supply flooring and walls.

Shell Scheme Price from: £608 per sqm + VAT

Premium Shell Scheme Price from: £659 per sqm + VAT

Your walls, carpet, and nameboard will be included, and all stands which are 3sqm and over will come with lighting and power.

Start Up Village Price: £1199 + VAT

Perfect for your first time exhibiting, this 2m x 1m stand is reserved for new businesses who have been trading in the UK for less than 2 years. Includes walls, carpet, nameboard and lighting.

£250 marketing & data capture app fee

CONFIRMED EXHIBITORS INCLUDE:

Joe and Seph's, Peter's Yard, Emmi, Fine Cheese Co, WBC, Cotswold Fayre, English Tea Shop, Cibosano, Two Farmers, Rowcliffe, Northern Pasta Co, Whitebox Cocktails, Taste of the West

ADDITIONAL OPPORTUNITIES

This year we have lots of exciting opportunities for you to get involved with beyond your stand. Here are a few to whet your appetite, but please chat to our lovely team who can tell you more!



Power Breakfast Sponsor

Get your brand in front of our top-level VIPs by sponsoring our highly anticipated Power Breakfast during the Fair.

Marketing Bundles

A limited time offer included when booking a stand to help you maximise your brands visibility and make a lasting impact before and at the Fair. Stand out, attract quality leads, and drive connections within the fine food and drink industry.

Aisle Sampling

Roam the aisles and distribute product information or provide product samples. A great way to create additional interest in your product or brand, and generate extra leads to your stand.

Power Breakfast VIP Bags

Get your brand in front of our top-level VIPs by putting your products in our Power Breakfast VIP Goodie Bags. These will be limited to our VIP guests only.

We have plenty of other opportunities available, please contact a member of our team for more information.

MEET THE TEAM



We are always keen to hear about your business goals and how the Fair can help you achieve them.

Get in touch with a member of our very friendly team to have a chat!



Nicola Woods
Event Manager
+44(0)20 7886 3062
nicola.woods@montgomerygroup.com



James Rees
Commercial Manager
+44(0)20 7886 3075
james.rees@montgomerygroup.com



Will Coley
Commercial Executive
+44(0)20 7886 3026
will.coley@montgomerygroup.com



James Murray
International Sales Director
+44(0)20 7886 3094
james.murray@montgomerygroup.com



Marina Stewart
International Sales Manager
+44(0)20 7886 3096
Marina.Stewart@montgomerygroup.com



Cameron Ellis
International Sales Executive
+44(0)20 3349 8145
Cameron.Ellis@montgomerygroup.com