



CONNECTING THE
DRINKS TRADE

**LONDON
WINE
FAIR
2024**

20-22 MAY 2024
OLYMPIA LONDON

2024 SALES INFORMATION

WHO WILL YOU MEET AT LONDON WINE FAIR?

43%

OF VISITORS ARE RESPONSIBLE OR INFLUENCE THE BUYING OF WINE
UP 7% ↑

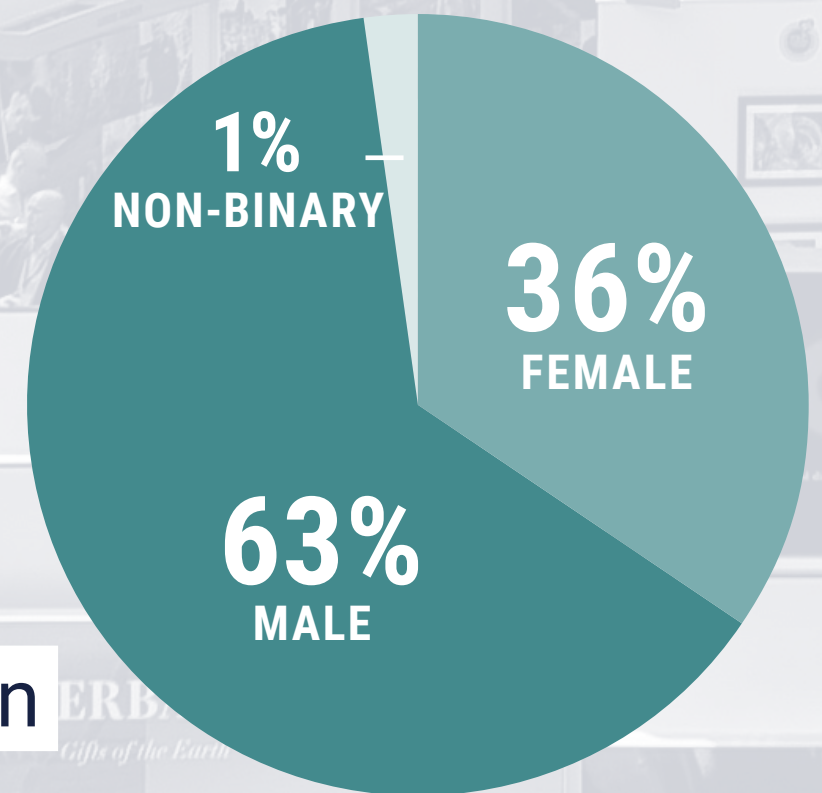
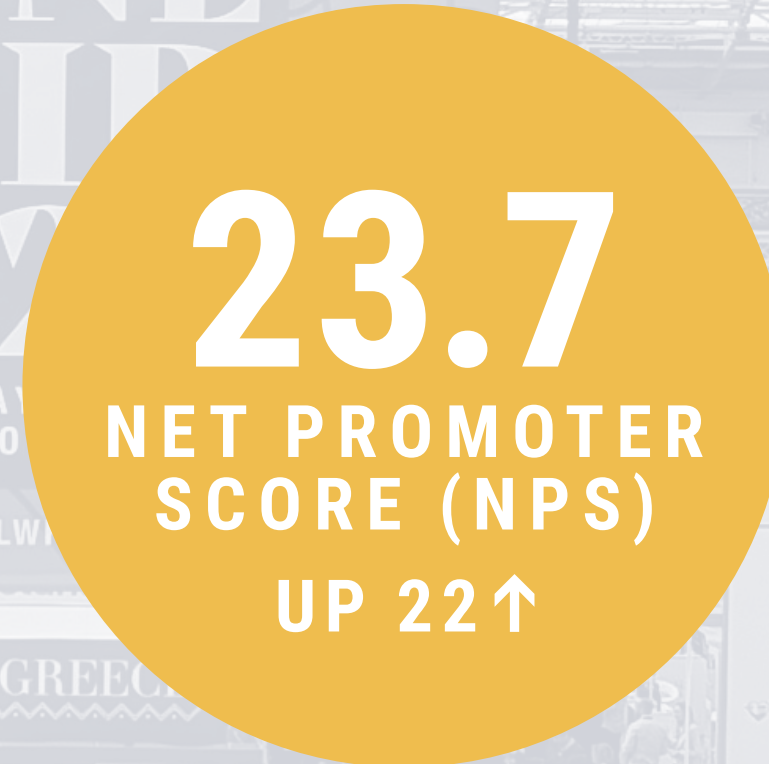
21%
SPIRITS

16%

BEER OR CIDER

23%

WATER, SOFT DRINKS AND NO AND LOW PRODUCTS



VISITORS	
34% ON-TRADE RESTAURANT, HOTEL, BAR/CLUB, PUB/PUB CO, CATERING	21% OFF-TRADE INDEPENDENT MERCHANT, ONLINE RETAIL/MAIL ORDER, SUPERMARKET/SHOP
35.46% OTHER IMPORTER/DISTRIBUTOR/ AGENCY/WHOLESALE, PRESS	9.02% ANCILLARY PRODUCTS OR SERVICES

84%
FROM THE UK

Manager	21%
Director	18%
MD/CEO/OWNER	10%
Sommelier	8%

“We have been delighted by the calibre of the wine professionals who have joined the masterclasses and been so engaged with the discussions.”

Alex Notman-Watt, Head of Marketing, Enotria&Coe

EXHIBITORS

MOST SEARCHED COUNTRIES ON THE DIGITAL EVENT PAGES FOR 2023:

- UK
- ITALY
- PORTUGAL
- GREECE
- FRANCE
- SOUTH AFRICA
- UKRAINE
- SPAIN

28%

Of exhibitors have exhibited more than 5 times
UP 3% ↑

93%

Of exhibitors met their objectives for exhibiting at LWF
UP 7% ↑

7,300

Number of users of the digital exhibitor list. 150% increase compared to 2023

81,398

Page views, a 160% increase compared to 2023

160%

Traffic to the exhibitor directory was up 160% compared to 2023

WINE WRITERS EDIT:

Having a wine chosen by one of LWF's ten leading experts resulted in nearly all wines entering the Top 50 most viewed wines

“Monday and Tuesday were crazy; it was really good and we were certainly very pleased. We have had a really good mix of visitors: indies, multiple retailers, national on trade, sommeliers, across theboard from the decision makers to those on the shop floor.”

Lesley Gray, Marketing Manager, Awin Barratt Siegel Wine Agencies



WHY EXHIBIT AT AN EVENT?

PARTICIPATING IN LIVE EVENTS BEATS OTHER FORMS OF MARKETING

2x

More powerful than tv advertising

3x

More effective than print media

4x

More successful than radio ads

LIVE EVENTS ARE GOOD FOR YOUR IMAGE

Perception of the quality and value of your brand, service or product is improved by **21%** after visitors experience it at an event

Visitors who encounter you at an event think your brand/product or service is **28%** more innovative

NOT BEING AT AN EVENT CAN NEGATIVELY IMPACT YOUR BRAND

-5%

Brand perception if not represented at an event.

True even for extremely well-known or global brands

“In terms of market spend and in terms of return on investment, it has been the best value for money in terms of any event in the past 12 months, and this show has such a nice atmosphere.”

Jack Denley, Marketing Manager, Petainer

TESTIMONIALS FROM 2023

"It has been a fantastic platform for announcing the brand to trade. It's been a good opportunity to reinforce existing relationships and meet new customers. And we'd like to come back bigger and better."

Simon Rollings, CEO, Founder, Canned Wine Company

"It has been great - a really busy show, and we have had lots of leads. Much busier than in the past which is great, and for us liquid to lips and getting positive feedback has been brilliant."

Natalie Winkworth-Smith, founder, Saicho Drinks

Felix Solis has exhibited at the LWF for each of the last 10 years and 2023 exceeded our expectations. We had meeting with most of our key customers and it provided a great opportunity to explore new NPD to help rebuff the ongoing headwinds the industry is facing. We look forward to being back at Olympia in 2024."

Richard Cochrane, Managing Director Felix Solis UK

"What a great event it was! So many wonderful wines from around the world showcasing their unique terroirs, cultures and stories behind their wines. From well-known vineyards to hidden gems this show had it all."

Charlotte Swayne, Director, The Wine Domaine

"It was so good to see such a strong presence of low and no brands this year - thank you!"

Emily Silva, Head of Retail and Marketing, The Oxford Wine Company

"We had an absolute blast yesterday at the London Wine Fair immersing ourselves in a world of extraordinary wines, inspiring industry professionals, and unforgettable wine experiences. From the moment we stepped through the doors of this prestigious event, we were surrounded by an electric atmosphere filled with the clinking of glasses and the hum of passionate conversations. The London Wine Fair truly lived up to its reputation as a hub of wine excellence and innovation."

Paul Bettsworth, Director, The Wine Cellar Company

Great to be back in the buzz of the event, always good to catch up with customers and suppliers face to face and to introduce current and new customers to our portfolio.

Siobhan Kemp, Sales Support, Technical & Marketing, Myliko Wines

"Our team have had a fantastic 3 days at the London Wine Fair 2023 surrounded by a whole host of fantastic brands! We LOVED being part of the Mindful Drinking Experience, and we especially loved seeing our friends at Club Soda pick up the award for 'Independent Retailer Of The Year'. We met lots of new people, made some great contacts and had lots of fun! We can't wait for next year, already!"

Anna Chalov, Co-founder, Bemuse

"The London Wine Fair is great for networking. No need for business cards. Everything is barcode or QR code enabled."

Stephen Bonner, Buyer & Sommelier, Bowen Beer & Wine Cellar

The London Wine Fair was extremely well organized and we were able to showcase our wines and obtain various leads in both the UK as well as other countries. Friendly atmosphere - it was a pleasure to chat and share thoughts and ideas with other exhibitors. Interesting masterclasses."

Antonietta Luongo, Export Manager, Ocone 1910 Taburno Wine County

"Fantastic to see such energised and exciting product categories across the event. From No & Low to emerging wine territories. Such positivity, creativity and optimism! Also, excellent to have sustainability running as such a core theme throughout the event, creating new collaborations and a renewed desire for change and improvement."

Andrew Shaw, Head of Trading - Drinks, Marks & Spencer

"Great set up, and a personal highlight was winning Supermarket Buyer of the Year and overall Wine Buyer of the Year - really appreciative of this recognition, and I look forward to attending future events"

Anastasia Duncanson-Halford, Buying Manager for white wine, Morrisons

"It was wonderful being here liaising with all sorts of businesses in the wine industry. And spreading the word on our work as a climate action network, sharing practical knowledge for the industry. But above all, it was an honour to launch the LWF Bottle Reuse Initiative in collaboration with Sustainable Wine Solutions and the Fair."

Marta Mendonça, Manager, Porto Protocol

TESTIMONIALS FROM 2023

"Last week we were at London Wine Fair, immersing ourselves in the best the #winetrade has to offer. The London Wine Fair gives us the opportunity to taste current vintages, engage with winemakers, meet producers looking for UK representation, catch up with old friends, attend industry briefings and taste literally hundreds of wines...It's a major week in the calendar of the wine trade and I love the anticipation, the buzz and of course, the stories behind the wines."

Rebecca Hewes, Owner, Handpicked Wine Box Company

"Found it incredibly educational & rewarding being able to meet so many people within the industry that will now become the start of a long-term and valuable working-relationship."

Faye Rillstone, Associate Consultant, New Chapter Consulting

"What an absolute stonker of a London Wine Fair the great and the good of the wine world enjoyed over the past three days. The show felt alive with the buzz of trying new wines, exploring changing vintages and styles, meeting old friends and creating new relationships."

Kelly J Stevenson, DipWSET, Consultant, Well Known Brands Ltd

"We are thrilled to share the excitement that the London Wine Fair has brought us. From day one, it has been an extraordinary experience, attracting wine enthusiasts from all corners of the globe who have flocked to our stand to explore and indulge in our exquisite offerings."

Elia Braguzzi, Wine Expert, Roccolo Callisto

"If you're in the industry, this event is an absolute must-visit. Highly recommended!"

Rob Cole, Senior Wine Advisor, Bacchus Fine Wines

"Yesterday I attended the London Wine Fair and it was one of the most inspiring days of my wine journey so far. I was able to taste amazing wines, from so many different regions and producers, as well as attend #winetastings and panel discussions with some of the most influential voices in the world of wine. It was fantastic to see a diverse range of products, and to see everyone come together to share their passion for this industry. What was perhaps the most inspiring thing I took from this event is that, no matter age or experience or ethnicity or background, in wine we are in a constant state of learning, and growing, and that with every new vintage we have the incredible opportunity to broaden our knowledge; there is no such thing as a wine expert, only wine lovers."

Pierre Anderson, Logistics Manager, Cult Wines

"It was a pleasure to exhibit @london_wine_fair this week and launch our collection of Provence Rose! What a success it was, we look forward to seeing you all again next year."

Monte Carlo Wines

"Incredible few days meeting with new and existing customers! We loved every minute of it!"

Bálint Veér, Managing Partner, Fine & Craft

"London wine Fair has proved its claim to be the most intelligent show. Lots of expert conversations. Most inspired by the actions of the sector for sustainability, diversity + wider responsibility (of which we were flying a flag)."

Nicola Bates, Director of Strategy & External Affairs, Portman Group

"We managed to meet every single one of our GM buyers this year at the London Wine Fair, and a good number of our potential ones too. One buyer even made a handover to her new colleague with us on the stand, which was lovely, and we toasted her success together! But even better than this, at no point during the show was our stand empty of genuinely engaged visitors, which was a truly energising experience for myself and the team."

Rob Malin, CEO & Co-Founder, When In Rome

"I'm feeling especially galvanised after a fab few days at London Wine Fair - thought provoking discussions from a fantastic range of speakers/panellists."

Sonia Holman, Researcher & Strategist, Sonia Holman Consulting

"I had a couple of really useful meetings in the space of a few hours. I wished I could have spent more time there which I will do next year. Thanks for organising."

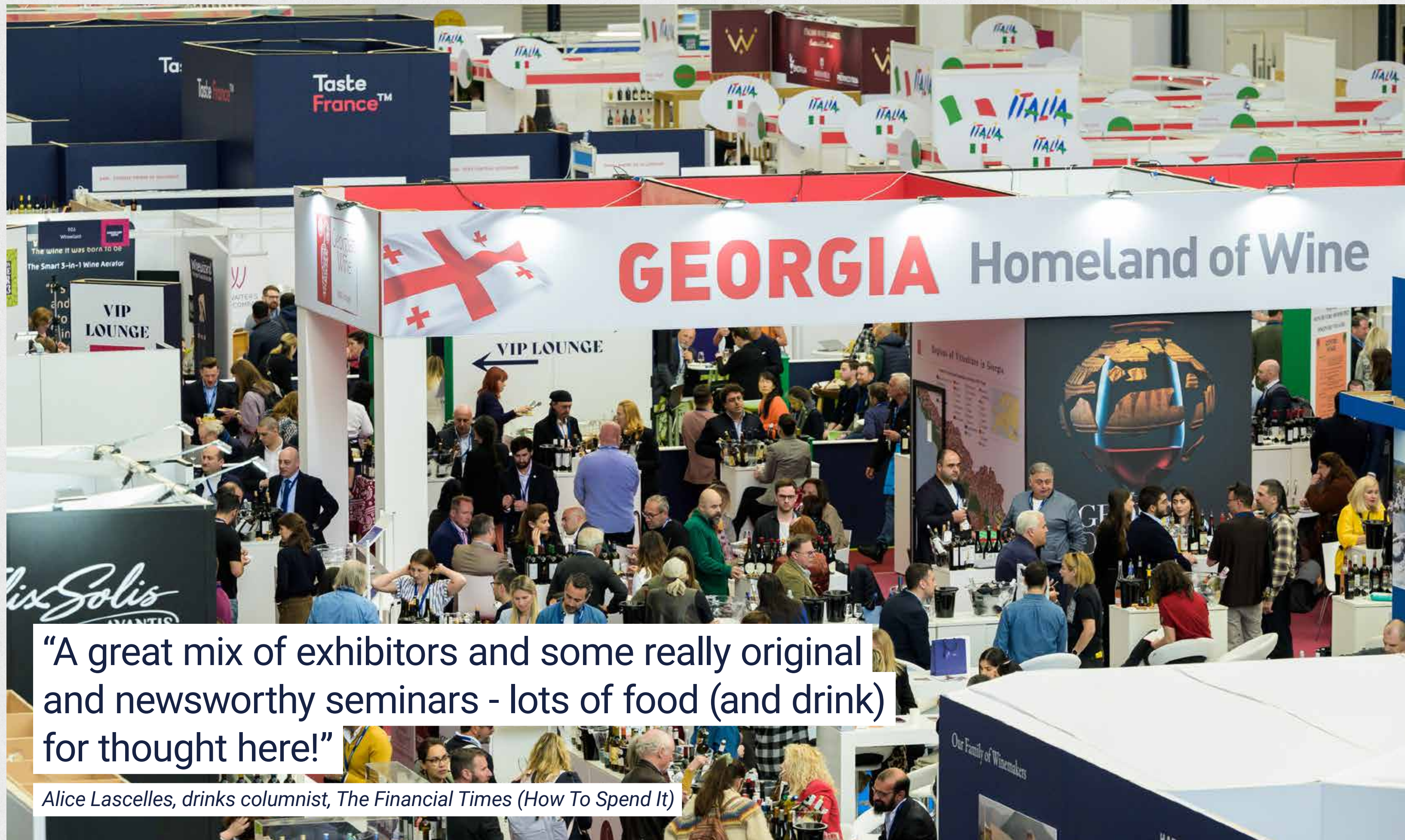
Nicolas Rezzouk, Buyer, Reserve Wines

London Wine Fair 2022 What an experience – so many wines – so many people – so many countries – a fabulous way to discover and connect."

Karolina Tingsnaes, Content Creator, Karo loves wine

TRADING FLOOR

The beating heart of the exhibition. Ideal for medium to large size importers, country or region-focused pavilions and established brands.



“A great mix of exhibitors and some really original and newsworthy seminars - lots of food (and drink) for thought here!”

Alice Lascelles, drinks columnist, The Financial Times (How To Spend It)

SPACE ONLY

Build your stand from the ground up.

£397+vat per sq.m

***applies to 30th Sept 2023**

SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.

£483+vat per sq.m

***applies to 30th Sept 2023**

DRINKS BRITANNIA

An unbeatable platform for the best of British wines, water, mixers, beers & spirits.



“Enjoyed being able to taste a wide range of wines from across Europe. English Fizz being the stand out star.”

Sue Sadler, Customer Service Analytical Technologist, Encirc Beverages



SPACE ONLY

Build your stand from the ground up.

£397+vat per sq.m

***applies to 30th Sept 2023**

UK PRODUCERS PAVILION

UK Producers and Members have the opportunity to be part of WineGB's UK pavilion for **£1,995**

***applies to 30th Sept 2023**

SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.

£483+vat per sq.m

***applies to 30th Sept 2023**

Example shell stand prices:

6sqm - **£3,097**

9sqm - **£4,347**

12sqm - **£6,095**

DISCOVERY ZONE

Home to the Taste Discovery - Everything but wine. This high-traffic zone is dedicated to showcasing essential products and services that underpin and futureproof the drinks industry.



SPEAKING SLOT

Deliver a 45-minute presentation or training session or masterclass direct to our industry audience in the education zone.

£1,950+vat

PRESENTATION

Deliver a presentation or case study direct to a captive audience of early adopters.

£3,500+vat

SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.

£483+vat per sq.m

*applies to 30th Sept 2023

Example shell stand prices:

6sqm - £3,097

9sqm - £4,347

12sqm - £6,095

EDUCATION ZONE

Dedicated to industry education and training providers. Alongside stand space, the zone features an education theatre with opportunities to put your brand in front of visitors eager to learn.



“There are just so many great conversations being had, so many great sessions happening. I just wished the fair was five days instead of three days, so I could fit it all in.”

Jane Parkinson, Editor, Cherry

SPACE ONLY

Build your stand from the ground up.
£397+vat per sq.m
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£483+vat per sq.m

Example shell stand prices:

6sqm - £3,097

9sqm - £4,347

12sqm - £6,095

EDUCATION ZONE SESSION

The perfect place for products and regions to reach our industry audience by providing insightful training or educational sessions.
Seats 24 **£1,950**

ESOTERICA

A table-top set-up open to niche UK importers only.
A maximum of two tables per exhibitor and 14 wines per table.



6FT TABLE

Table top signage, tablecloth
chair and accessories.

£1,645+vat

ADDITIONAL TABLES

Opportunity to book max two tables next
to each other to show a bigger range.

Exhibitors can showcase a maximum of
14 wines per table.

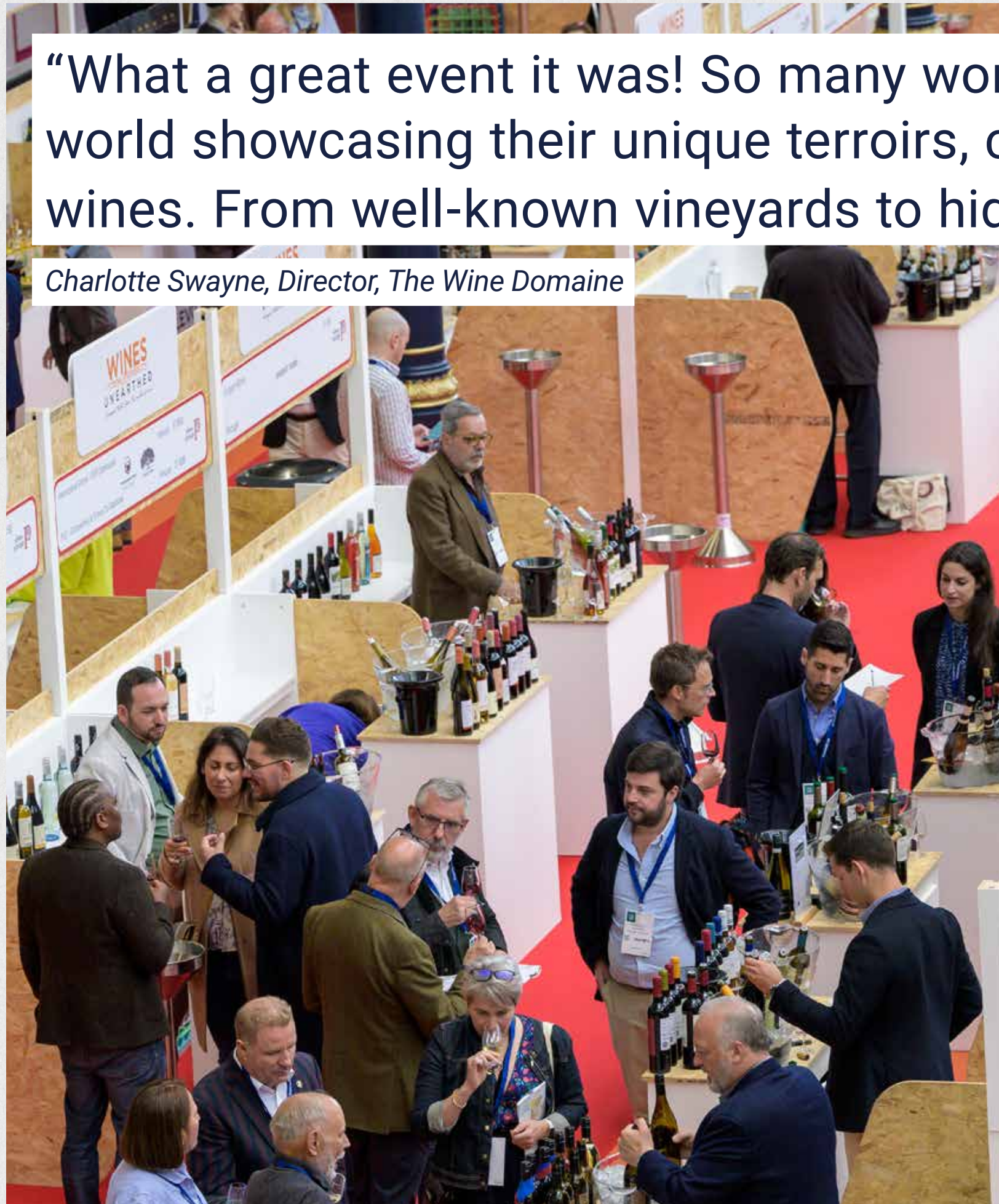
Add a 2nd table for **£1,450**

WINES UNEARTHED

Dedicated to producers looking for distribution in the UK, featuring bespoke branded pods. With a raft of success stories under its belt, this zone creates a unique match-making opportunity between importers and producers.

“What a great event it was! So many wonderful wines from around the world showcasing their unique terroirs, cultures and stories behind their wines. From well-known vineyards to hidden gems this show had it all.”

Charlotte Swayne, Director, The Wine Domaine



3 SQ.M POD

Pre-built and branded. Includes all accessories.

£2,800 plus £195 for a LOP + VAT

SHARED POD

Share a pre-built and branded pod with another producer.

£1,460 plus £100 for a LOP + VAT

CONFERENCE

All bookings include two free tickets to an unmissable conference onsite, with top tips on importing to the uk and an invaluable dossier of contact details and tips.

WINES
UNEARTHED

LWF 2024 LEADS OPTIMISATION PACKAGES

Mandatory marketing and registration packages that are applied to all bookings, aimed at optimising the benefits of exhibiting at the show – helping to maximise the visibility of your company and to generate and capture leads.

PACKAGE A

For stands up to 12sqm

Price £195

- Scanner at the show including service to download leads
- Dedicated social media post on LWF's Facebook, Twitter and LinkedIn handles on signing up to LWF, reaching over 23,000 LWF followers
- Digital platform access to set up meetings
- Bottlebooks exhibitor list inclusion and wine list upload
- Unlimited staff passes
- 10 tickets to invite guests to the show

PACKAGE B

For stands 13sqm – 40 sqm

Price £295

- Scanner at the show including service to download leads
- Dedicated social media post on LWF's Facebook, Twitter and LinkedIn handles on signing up to LWF, reaching over 23,000 LWF followers
- Digital platform access to set up meetings
- Bottlebooks exhibitor list inclusion and wine list upload
- Unlimited staff passes
- 25 tickets to invite guests to the show

PACKAGE C

For stands 41sqm or more

Price £495

- Scanner at the show including service to download leads
- 2 x dedicated social media post on LWF's Facebook, Twitter and LinkedIn handles on signing up to LWF, reaching over 23,000 LWF followers
- Digital platform access to set up meetings
- Bottlebooks exhibitor list inclusion and wine list upload
- Unlimited staff passes
- 75 tickets to invite guests to the show

MASTERCLASSES, TASTINGS & TALKS / SPEAKING SESSIONS

Put your brand, territory or portfolio in front of a captive audience of wine professionals, with the opportunity to talk in depth about your wines and the story behind them.

	PREMIUM MASTERCLASS	TASTING SESSION	EDUCATION ZONE SESSION	PANEL SESSION ON CENTRE STAGE	THE AUDITORIUM
What	Our Premium Masterclass Theatre is designed to offer an elevated experience in a private room. Our VIP buyers and sommeliers will have priority access to these specialised tastings.	Extremely popular with long queues in advance, the Tasting Sessions are first come first seated and are heavily promoted in advance, meaning they are always a popular feature of the London Wine Fair	The perfect place for products and regions to reach our industry audience by providing insightful training or educational sessions.	At the heart of the show Centre Stage is host to our renowned Wine Buyers Awards. The stage draws large crowds and is the best place to host industry leading sessions, providing audiences with insight and solutions	LWF's very own event space. This space is suitable for industry briefings, awards or hosting private, ticketed bespoke events that requires their own dedicated space.
What is provided	Premium glassware, seating, AV, stage for speakers, staff to pour samples, staff to scan participants	Glassware, seating, AV, stage for speakers, staff to pour samples, staff to scan participants	Glassware, seating, AV and screen for speakers, staff to pour samples, staff to scan participants	Seating, AV and screen for speakers, staff to pour samples, staff to scan participants	On request we can provide seating, poser tables, stage, AV, staff to pour and scan
How many participants	60	40	24	60+standing	10 - 150 (theatre layout)
How Many Products	max 8 sample wines per Masterclass	max 8 sample wines per session	max 6 sample products per session	only dry sessions but a sample or a glass per person can be arranged	self pour or bar can be arranged in advance
What else can be provided - OPTIONAL	We recommend you provide tasting mats, notebooks, pens or any promotional materials or goody bags to enhance visitor experience	We recommend you provide tasting mats, notebooks, pens or any promotional materials or goody bags to enhance visitor experience	We recommend you provide tasting mats, notebooks, pens or any promotional materials or goody bags to enhance visitor experience		
Price	£4,500	£2,950	£1,950	£4,500	From £4,500

ALL Session and Masterclass sponsors/providers will receive the full data of participants (company, name, email, job title) shortly after LWF 2024

THE LONDON WINE FAIR TIMES

Distributed at the show, this is a fantastic opportunity to get your brand and story straight into the hands of the entire visitorship.



THE LONDON WINE FAIR
Times
 YOUR GUIDE TO THE LWF 2023 · 15-17/5/23

LONDON WINE FAIR 2023

- P1-5 LWF23**
Session schedule
- P7-9 The Unmissables:**
A curated collection of exhibitor highlights
- P10-11 After Hours:**
Where to go for an evening tipple
- P12 Thank you to our**
incredible event and media partners

Hello and welcome to the 41st live edition of London Wine Fair!

With so much to see and taste we have put together this onsite newspaper to help you navigate the UK's biggest and best wine trade event. This year we have over 80 sessions and on-stand activations happening across the Grand Hall. With the seven theatres carefully distributed amongst over 400 exhibitors.

For those of you who are returning visitors, you'll notice our new and improved floorplan layout. Do pick up a pocket showplanner guide for your own map to carry with you.

Inside this newspaper you'll find a timetable for all of the tasting and panel sessions for each day. Please note that many of the sessions are "Walk-Up". These operate on a first come first served basis and thus don't require pre-booking. If you are really keen to attend a session that required pre-booking it is worth queuing for a "wait list" position, just in case a space becomes available.

You'll also find our carefully curated 3-page list of "Unmissables". Do try to check

IT'S SHOWTIME!
 A very warm welcome to London Wine Fair #LWF23.

off as many of these as possible!

Not content with "just" filling three days onsite with terrific content for you, we've also compiled a superb list of venues that you can head to for an after-show livener each evening...plus we've included the right name to drop when you get there.

This year, for the first time thanks to the pandemic, we are absolutely thrilled to be able to announce all the category winners of LWF's Wine Buyers Awards on the Centre Stage. Please join me, Chris Losh, the sponsors, media partners and all the shortlisted candidates to find out, not only who has taken the top spot for each category, but also the winner of the over-all competition. This is happening at 1pm on Centre Stage on Tuesday 16th May.

See you there!



PROGRAMME HIGHLIGHTS

- LONDON WINE FAIR'S VERY OWN WINE BUYERS AWARDS FINALE:**
Centre Stage, 1pm
Tuesday 16th
- VERMENTINO DI GALLURA DOCG, A TASTE OF LIGHT**
Walk-Up Theatre, 10.30am
Tuesday 16th
- CAN WINE BE BOTH ORGANIC AND SUSTAINABLE?**
With Canned Wine Co.
Centre Stage, 3.30pm
Monday 15th
- ISRAEL – THE RISING STAR BY DRUMSTICKS**
Education Zone Theatre,
1.45pm
Monday 15th
- POP-UP TASTINGS (D20)**
Monday 15th: New Zealand Winegrowers
Tuesday 16th: Wines of Attica

For the full listings see Pages 3-7 →

COVER WRAP

185x272mm & 185x217mm
£2,500+vat

FULL PAGE

210x297mm
£1,250+vat

HALF PAGE

185x120mm
£700+vat

1/3 PAGE

120x156mm
£450+vat

Rates apply until 30th Sept 2023

THE LONDON WINE FAIR TIMES DIGITAL EDITION

The London Wine Fair Times (previously The Grapevine) is a fortnightly digital newspaper showcasing the latest wine trade news, reviews and updates in the form of a digital newspaper. The London Wine Fair Times is sent direct to the inboxes of 68,000+ buyers, importers, producers and company owners in the industry.



TOP LEADERBOARD

600x120px - £1,250+vat

MIDDLE LEADERBOARD

600x120px - £875+vat

SPONSORED STORY

£1,500+vat

TAKEOVER

£2,500+vat

Rates apply until 30th Sept 2023

LONDON WINE FAIR APP

Downloadable by all 10,000+ visitors, the app is a show companion, featuring personalised schedules, interactive floorplans, a meeting booking system and much more.



BANNER ADS

640x150 & 552x150
£1,550+vat

SPLASH PAGE

1242x2208 & 1536x2048 & 2048x1536
£2,150+vat

PUSH NOTIFICATIONS

Text only
£150+vat

WINE BUYERS AWARDS

The LWF Wine Buyers Awards celebrate the UK's best professional wine buyers. They are a great way to build relationships with buyers across the on and off trade through a 9-month marketing campaign, including in person events, social media posts, inclusion in printed materials at LWF and much more.

- ✓ Branding included on entry forms and on WBA website
- ✓ Possibility to provide product or host lunchtime event for our 10 top tier judges in Jan/Feb
- ✓ Branding included and participation at LWF Shortlist Reveal at Central London venue in Feb
- ✓ Dedicated social media post on confirmation of sponsorship, then continued mentions throughout WBA social media campaign and e-newsletters
- ✓ Sponsored story in the run up to LWF in London Wine Fair Times Digital e-newsletters– this could be a Q&A with your Director, we can also offer this in the printed LWF Times if preferred
- ✓ Full page printed advert in the London Wine Fair Times
- ✓ Inclusion in press release of announcement of winners published across all of the major UK drinks press
- ✓ WBA winners announced on Centre Stage at LWF on Tuesday 21st May – sponsors branding included on a large presentation screen and on the winners certificates
- ✓ A representative of the company to present the award to the winner
- ✓ OPTIONAL: additional prize for winner to visit wineries or an experience of your choice
- ✓ Post winner presentation networking (drinks & canapes)



WINE BUYERS AWARD SPONSORSHIP

£4,950 per award

(category buyout and headline sponsorship available)

WBA CATEGORIES

Best Buying Teams

Best Off-Trade Buying Team
Best On-Trade Buying Team

Supermarket & Multiple Awards

Supermarket & Multiple Wine Buyer (Individual)
Online Specialist Wine Buyer

Independent Merchant Awards

Large Independent Wine Buyer (Multiple Venue – up to 6)
Small Independent Wine Buyer (Single Venue)

On-Trade Awards *(to include Restaurants, Hotels, Pubs, Casual Dining, Wine Bars)*

(Premium) On-Trade Buyer - Single Venue
On-Trade Buyer - Multi Venue

Rising Star Award

(for wine buyers under 35 years old from any sector. Entrants can enter the appropriate category above, plus the Rising Star category)

Sponsor needs to provide:

- High res logo in png and .eps format
- Images and text for social media promotion
- Full page print advert for LWF times
- Image and max 500 words for LWF digital sponsored story
- A representative at LWF to present award on 21st May
- Optional attendance at 2 x WBA launch and shortlist events in central London

LWF TEAM



Hannah Tovey

Event Director

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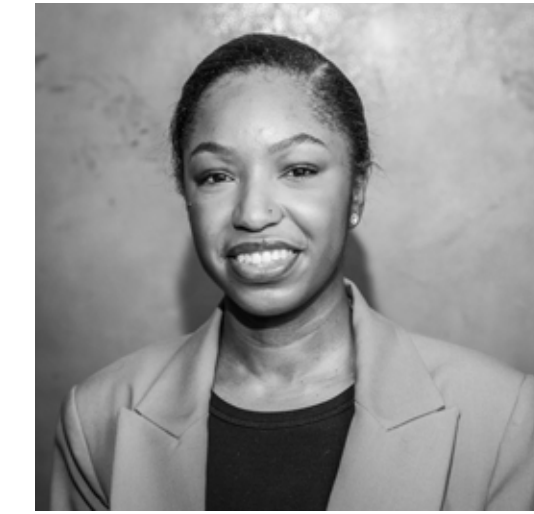


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