

SPECIALITY		OLYMPIA LONDON
&	FINE FOOD FAIR	
	10-11 SEPT ... 2024	



**Celebrating 25 years of the UK's
leading showcase of artisanal
food & drink**

#SFFF24 | @SPECIALITYFAIR

specialityandfinefoodfairs.co.uk

25 years of fine food & drink!

A little background

IT'S AN INDUSTRY EVENT... DESIGNED AS A FOOD FESTIVAL. Speciality & Fine Food Fair will be returning for its BIGGEST year yet. This year's edition is set to be a huge celebration of the last 25 years in fine food & drink. Join us to help raise a toast to the heritage of the Fair at Olympia London from Tuesday 10 - Wednesday 11 Sept 2024. The fair is trusted to deliver an elite audience of buyers, retailers including multiples, farm shops and delicatessens, chefs, hoteliers, restaurateurs and many 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

- 37%** Hospitality & Foodservice Buyers: Caterers, Hoteliers, Restaurants, Cafés, Chefs, Pubs & Bars
- 19%** Retail Buyers: Multiples, Delicatessens, Food Halls & Independent Retailers and Farm Shops
- 12%** Wholesalers & Distributors: Importers, Exporters, Distributors & Wholesalers of Speciality Products

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

PRODUCT INTERESTS

- 45%** Drinks
- 40%** Snacks & Confectionery
- 39%** Grocery
- 34%** Bakery
- 31%** Cheese & Dairy
- 27%** Meat & Seafood
- 25%** Prepared Food
- 6%** Other

ATTENDEES INCLUDED

90%
of attendees had direct purchasing authority

80%
of attendees intend to return in 2024



HEAR FROM OUR COMMUNITY

Don't just take our word for it...

“Speciality & Fine Food Fair is always a must attend event for my calendar. The opportunity to network with existing suppliers, meet new brands and try some of the finest food in the industry keeps me coming back every year.”

Adrian Boswell - Food Buyer, Selfridges

“Finding new and different products is vital for our business to delight and excite our customers in Herefordshire. This year we have met small and large makers and producers from different parts of the UK and the world which is what makes the Fair so important to us.”

Peter Morgan - Owner, Draper Lane Deli

HEAR WHAT SOME OF OUR BUYERS AND EXHIBITORS HAVE TO SAY

“We had a brilliant time showcasing at the Speciality Fine Food Fair and it was the perfect place to launch our new Organic Herd products. The show was an excellent opportunity to offer samples, attend some fascinating talks, network with other inspiring brands and, most importantly to us, connect with the right buyers. We're looking forwards to next year.”

Bethany Scott - National Account Manager, Organic Herd

“Speciality & Fine Food Fair is a fantastic event. Like last year, we met with a great array of buyers as well as chatting with press and of course forging invaluable connections with other small businesses. We have already rebooked for next year!”

Tuuli Shipster - Founder, Tuuli Tea





OUR 25TH ANNIVERSARY



What's Happening at the Fair this Year

Speciality & Fine Food Fair Awards



The Speciality & Fine Food Fair Awards champion all that makes our industry such a remarkable and inspiring place. In 2024 they will be back & better than EVER with some exciting categories including Outstanding Industry Champion, New Product of the Year (UK & International) and Sustainability Pioneer of the Year.

B-Corp Guide

The Speciality & Fine Food Fair B Corp Guide is there to help you easily find all the brands exhibiting at the Fair that champion being socially and environmentally responsible, and have gained the sought after B Corp certification.

Tasting Stations

New to the Fair are 2 tasting stations - this exciting feature is a great opportunity for exhibitors to get their products into the hands of key buyers at the Fair!

Power Breakfast

The Power Breakfast is an exclusive invite-only event for our VIPs. Hosted on the second day of the event and before the Fair opens to the public, our VIPs are encouraged to join us for breakfast, networking, 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.



OUR 25TH ANNIVERSARY

What's Happening at the Fair this Year

Talking Trends **NEW**

The trends theatre will take on a new format this year. Industry led talks by industry pioneers will take place but in a much more interactive format getting the audience to really join the conversation!

The Tasting Dome **NEW**

New to the Fair for 2024 is our sensory Tasting Dome, this will be an exclusive VIP theatre aimed at creating the ultimate tasting experience using products from our exhibitors at the Fair.

Drinks Uncovered **NEW**

Taking on a new format, our drinks theatre will provide tastings of all of the latest drinks on the market, from tea and coffee, low and no, to ales, ciders and wines! .

Wine Cellar **NEW**

A new section of the Fair, the wine cellar will feature wines from around the globe!

BE PART OF OUR COMMUNITY

2024 will be the biggest year yet for the Fair as we will be celebrating 25 YEARS of speciality food & drink. 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: £486 per sqm + VAT

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

Shell Scheme Price from: £573 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: £1130 + 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

£225 marketing & data capture app fee



CONFIRMED EXHIBITORS INCLUDE: Joe and Seph's, Willys, Fine Cheese co, Snowdonia Cheese, Taste of the West, Diverse Fine Food, Cotswold Fayre, English Tea Shop, Golden Hooves, Sea Sisters, Cibosano, Two Farmers, House of Dorchester

ADDITIONAL OPPORTUNITIES

Our 25th anniversary is going to be our biggest year yet and this means we have lots of exciting opportunities for you to get involved with beyond your stand. Here are a few to wet your appetite, but please chat to our lovely team who can tell you more!

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.

Email Inclusions

Target our database of 100,000 buyers in one of our monthly newsletters. This is a great opportunity to tell our audience about your latest news, new product launches, exclusive ranges or that you will be exhibiting at the fair.

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.

Power Breakfast Sponsor

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

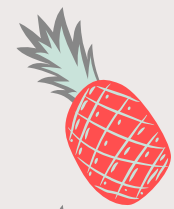
Social Media Package

Encourage buyers to visit your stand, by securing a social slot. This opportunity gives you an advantage over your competitors by reaching our social following of 34.5k.

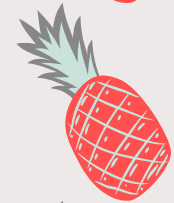


We have plenty of other opportunities available, please contact a member of our for more information.

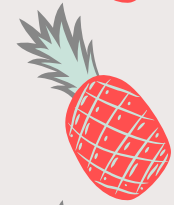
Why so many pineapples we hear you ask?



Fun Fact: The pineapple was the original 'speciality food'!



As it's our 25th anniversary and a year to celebrate our heritage, the pineapple is the perfect speciality food to use because of its historical use! For about 250 years, the pineapple served as a prominent symbol of wealth and status in England. Originating from the New World and Asia, the exotic fruit's rarity made it a coveted accessory among the aristocracy, displayed as centerpieces at lavish gatherings. Pineapples were initially too valuable to eat so were often paraded from event to event. The trend led to a pineapple rental business for those aspiring to showcase opulence!



This super-star fruit even had a lasting impact on our art, architecture, and culture. As you stroll through London today, look around and you will see pineapples everywhere - on rooftops, in railings, on spires, in tiles, on doors, and even on tombs - a testament to their enduring influence on the city's identity.



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.co
m



Isabelle Mckeever
Senior Commercial Executive
+44(0)20 7886 3079
Isabelle.mckeever@montgomerygroup.com



Dermot O'Brien
Commercial Executive
+44(0)20 3350 1348
Dermot.O'Brien@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