



SPECIALITY

&

FINE FOOD FAIR

The UK's leading showcase of artisanal food & drink

Post show report 2021

Introduction

Wherever you turned at Speciality & Fine Food Fair 2021 the aisles were truly buzzing and the industry was overjoyed to be reunited once again after 18 months!

Whether it was the innovative products our producers had to offer, or our industry experts providing informative free-to-attend content, our audience of buyers from the retail, hospitality and distribution sectors were impressed with the offering.

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What a treat to be back amongst it, the first 'real' event since 2019 and well worth the wait. The range of producers on show, from start-up SMEs to the bigger institutions, was as enthralling as ever – great to rekindle relationships as well as make brand new friends. This year felt fresh and energising exactly what the sector needed after the past 18 months.

- Stefano Cuomo, Managing Director, Macknade

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Our Audience

79% Purchasing Authority We don't allow students in the Fair and we ask for proof of business from our attendees.

15% of our audience have a purchasing authority of **£1 million and upwards.**

64% of our audience were **visiting the Fair for the first time** cementing our position as the market leading event to source premium food & drink.

21% Retail Buyers: Multiples, Delicatessens, Food Halls and Independent Retailers.

32% Hospitality & Foodservice Buyers: Caterers, Hoteliers, Restaurants, Cafes, Chefs, Pubs & Bars.

15% Wholesalers & Distributors: Importers, Exporters, Distributors and Wholesalers of Speciality products.

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

Most Sought After Products...



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It's been fantastic. It has way exceeded our expectations and we've had a staggering amount of interest. Really positive feedback and the quality of the people coming to our stand has been amazing. Genuinely I don't think I could have asked for more. - Squished

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Our Visitors Included Buyers From...

Amazon
The Langham
Garsons Farm
Chatsworth Farm Shop
Marks & Spencer
Classic Fine Foods
Hello Fresh
Costco Wholesale Ltd
Selfridges
Curzon Cinemas
Darts Farm
Sainsbury's
Whole Foods Market
Farmdrop
Youngs Pubs
Hakkasan Group
Virgin Atlantic
Bookblock
Macknade

Harrods
Compass Group
Diverse Fine Foods
The Hilton
John Lewis
Bayley & Sage
The Dorchester
Marriott
Daylesford Organic
Morrisons
Planet Organic
Urban Pubs & Bars
Rick Stein Group
The Savoy
Curd & Cure
Waitrose
Ocado
Getir
Blue Diamond





Pre-Fair Marketing

Social Media: Our social channels have a combined reach of 32,800+ contacts. In 2021 we saw a 115% rise in LinkedIn followers and ran a targeted PPC campaign to reach out to new and relevant industry contacts.

Email: A targeted email campaign to our database of 80,000+ contacts highlighted the huge array of innovative products buyers could expect to see at the Fair. We also work with partners such as the Guild of Fine Food and Speciality Food Magazine to reach their databases as well.

Online: Our website receives a steady stream of traffic with around 30,000 users a month thanks to our online ad campaigns, blog content, partner emails and event listings. The most viewed page after the homepage throughout the campaign is the exhibitor directory.

Print: We ran a comprehensive offline campaign including features in Speciality Food Magazine, Fine Food Digest, Bar Magazine and Garden Centre Catering, as well as a curated Fair Preview that was mailed to 15,000 buyers.

Press: We placed articles in over 25 trade media outlets including some of the previously mentioned outlets, plus Foodbev, Food & Drink International, The Plant Base, The Vegan Review, Home & Giftware Magazine and OnBoard Hospitality reaching a total circulation of 286,000+

What the Industry Says...

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Thank you all so much for putting on an incredible show and allowing companies like ourselves to showcase our products. With a little luck your show may have changed the entire course of our business and in turn, our lives!

- G and T Limited

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Very well-organised, high spirited and unique event! We have met many interested people and potential clients. For specialist and artisanal producers, this is a great opportunity to showcase and market. We placed over 20 pre-orders!

- Fish and Snack EU

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I was super impressed with how the show was organised; everything was really easy to follow and I was reminded about what to do and when. The site staff were really friendly too on arrival and throughout the show. It almost seems like a bonus if my leads go anywhere.

- Nutcensity

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I loved being back at Olympia with thousands of food & drink people and products. There was sampling, debating, selling, tasting and educating. All the elements were there and it should remind us all that the food & drink sector needs live events to sell more and sell better.

- John Farrand, Guild of Fine Food

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The fair was full of energy, so lovely to meet passionate brands face-to-face after the past couple of years being so tricky! I felt the event was well managed and brilliantly laid out, all stands had equal opportunity to showcase their products.

- Millie Royal, Hampers.com

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The Fair has offered a long overdue opportunity to meet face-to-face and showcase our new to market products. There has been a wide variety of buyers and contacts from the on and off trade. A very worthwhile exhibition to be a part of.

- Uncle Ernie's Rum Punch

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It's been really good! It's our first trade show and we've been flat out. We've met some good people. We had a good order on day two and have raised huge awareness. Lots of feedback and interesting conversations.

- Chili No.5

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The experience for us was made by the genuine interest of the audience coming up to see us and others in the Sustainability Zone – it was energising, infectious and exciting. Smiles abounded, the atmosphere was light and airy and we made many meaningful connections.

- Blackthorn Salt

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For more information please contact:

Nicola Woods

Event Manager

nicola.woods@montgomerygroup.com

020 7886 3062

