

The IFE logo consists of the letters 'IFE' in a bold, white, sans-serif font, centered within a teal-colored rounded square. The background of the entire poster is a vibrant teal color, decorated with various food items: a halved avocado, a whole lemon and several lemon slices, a bowl of yogurt with berries and almonds, a glass of red juice with a lemon slice and herbs, a large sandwich with meat and cheese, a bowl of orange soup with a shrimp and herbs, a cup of coffee, and a pile of coffee beans.

# IFE

## 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:





# Who Will You Meet?



## 2019 Visitor Breakdown

### Retail

# 13%

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

Delicatessens, Farm Shops  
Multiples, Supermarkets  
Wine, Beer & Spirit Retailers  
Independents, Gift Shops,  
Online Retailers



CAFFÈ  
NERO

BRITISH AIRWAYS

aramark

COMPASS  
GROUP

Nando's

### 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



### 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

Coca-Cola

Unilever

Nestlé

DIAGEO

Heinz

Kellogg's

TATE & LYLE

PREMIER  
FOODS

COSTCO  
WHOLESALE

brakes

Bidfood

LANDMARK  
WHOLESALE

BOOKER

CATERFORCE  
GROUP  
Bringing more to the table

BESTWAY  
WHOLESALE

sterling  
supergroup limited

### 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:



**15%**  
International  
Visitors

**48%**  
UK Exhibitors

**52%**  
International  
Exhibitors

**85%**  
UK Visitors

**+£25.6bn**

is the combined  
attendee purchasing  
authority

**45k**  
Attendees

**2,000**  
Exhibitors

**97**  
Countries

**74%**

of visitors have  
purchasing  
authority

"These couple of days have been amazing. I saw all of my potential buyers on day 1 - buyers from USA, UK, Portugal and Asia."

Bachana Oboladze, Sales Manager, **Dinastia**

# 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 really helps bring the right customer in. Our 2nd time here and it is already looking very positive for us. Will definitely be back. Great for building our brand and getting new customers onboard."

Leanne, Co-Founder of  
**Flower And White**

# What's On at IFE 2022



## The Main Stage

Addressing key issues in the food & drink sector, The Main Stage is the place to come to join the debate. Come and listen to panel discussions, pitches and headline talks on how we can influence the future of our industry.

## World Food Innovation Live

Taking the tasting experience to new heights, we have partnered with Food Bev Media to bring an interactive feature to IFE. This new addition to the show will allow visitors the chance to sample products from the finalists of the highly-anticipated World Food Innovation Awards.



## Tasting Trends

Back for 2022, the Tasting Trends experience will take centre stage at IFE. Focussing on future food & drink trends, visitors will embark on a themed journey through this interactive space, sampling and learning about the most innovative food products from around the show.

## Trend Trail Tours

In a world of rapid product development, these tailored tours give visitors the chance to meet with producers of the latest and most on-trend products, hearing about their journey from concept to finished product.



# 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:

- Access the largest group of food and drink buyers in the UK
- Generate new business opportunities
- Enhance relationships with existing customers
- Position your company as a leader in the food and drink industry
- Increase brand awareness and visibility to the industry's senior decision makers

"High quality of visitors, it feels a lot busier than prior years. The organisers are great and are happy to help with any concerns. Have been exhibiting for many years and will continue to do so."

Ariela Cesaha, Managing Director,  
**Il Gelato Di Ariela**

## Stand Prices

Space Only

**£381**  
+ VAT per m<sup>2</sup>

Shell Scheme

**£446**  
+ VAT per m<sup>2</sup>

Registration Fee

**£300**  
+ VAT

Stand Sharer

**£300**  
+ VAT

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

## Sponsorship

If you are looking to enhance your presence at IFE 2022, there are a wide range of opportunities available pre, during or post show.

Whether it is increasing the visibility and exposure of your brand, targeting a new audience or highlighting the quality of your product through tastings, these opportunities will help you achieve your return on investment.

## 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

Capture unlimited leads with your mobile device.

## Meetings Tools

Visitors will be able to schedule meetings with exhibitors prior to the show.

## PR & Marketing Support

Take advantage of coverage in industry press releases, social media and IFE's newsletter.

### Email:

We promote IFE to our database of industry professionals via email to specific groups based on their main focus and interests. We have a combined Food & Drink database figure of +190,000.

### Press:

We worked with 300+ publications and associations during the IFE 2019 campaign, including The Caterer, Speciality Food Magazine, Big Hospitality, BBC Good Food, Fine Food Digest and many more.



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# Contact

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book your stand:

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**www.ife.co.uk | #IFE22**



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The International  
Food & Drink Event

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