



**2023 SALES INFORMATION**

# WHO WILL YOU MEET AT LONDON WINE FAIR?

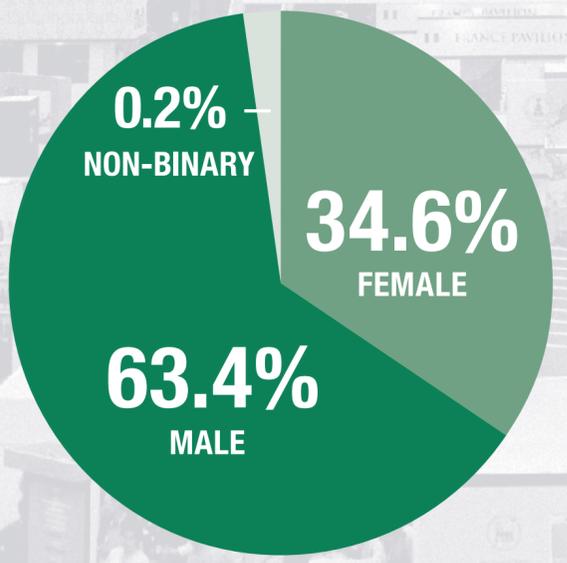
**55%**  
Work in Buying & purchasing

**36%**

Of visitors are responsible or influence the buying of wine  
**UP 1% ↑**

**42%**

Other drinks inc beer, cider & soft drinks



VISITORS	
<b>39%</b> OFF-TRADE UP 14% ↑	<b>45%</b> ON-TRADE UP 6% ↑
<b>18%</b> IMPORTER WHOLESALE DISTRIBUTOR	<b>5%</b> PRESS

**82%**  
Of visitors are likely or very likely to attend in 2023

**75%**  
Of visitors would recommend LWF to a friend

**83%**  
Of visitors met their objectives at LWF22

**85%**  
Of visitors said LWF is of importance to their business

**LIVE**  
**84%**  
FROM THE UK

VS

**DIGITAL**  
**56%**  
FROM THE UK

I must say the quality of visitors was exceptionally good. Excellent, genuine contacts...

CDG Wine Merchants

MD/CEO/Owner	<b>66%</b>
Manager	<b>40%</b>
Freelance/Consultant	<b>17%</b>
Marketing/PR/Brand Manager	<b>11%</b>
Sommelier	<b>10%</b>
Educator	<b>4%</b>

# EXHIBITORS

**MOST SEARCHED  
COUNTRIES ON THE DIGITAL  
EVENT PAGES FOR 2022:**

**UK**

**AUSTRALIA**

**ITALY**

**FRANCE**

**SOUTH AFRICA**

**PORTUGAL**

**25%**

Of exhibitors have  
exhibited more  
than 5 times

**86%**

Of exhibitors met  
their objectives  
for exhibiting at LWF

**UP 6% ↑**

**14**

Average no. of digital exhibitor  
pages viewed per visitor.

**31,815**

Total page impressions on  
the digital exhibitor pages

**8**

Number of digital sessions  
available to stream

**4,151**

No. of visitors to engage  
in LWF digital, streaming  
sessions, browsing exhibitors  
and messaging on the platform

**443**

No. of digital visitors  
to engage in LWF  
video meetings

## **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.

We've been incredibly busy all three days seeing customers from all trade sectors, we're absolutely delighted with the fair this year and would really encourage others to come next year so they don't miss out.

*Patrick McGrath MW, Hatch Mansfield*

# 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*

London Wine Fair never fails to impress. Here on the Nyetimber bus we have had more constructive and positive meetings than ever before, and we are hugely grateful to the LWF team for putting on the show. We look forward to next year.

*Barnaby Richardson, Head of Sales, Nyetimber*

# TESTIMONIALS

London Wine Fair never fails to impress. Here on the Nyetimber bus we have had more constructive and positive meetings than ever before, and we are hugely grateful to the LWF team for putting on the show. We look forward to next year.

*Barnaby Richardson, Head of Sales, Nyetimber*

We were delighted after our participation in the London Wine Fair, showcasing niche and premium wines in such an important market for our country. The event is very important for us...

*ProChile*

I didn't really have expectations for this year, but I was very happy with the results. We had three days of very busy meeting with many important key players, which enabled me to further understand the UK market.

*Labid Ameri, CEO and co-owner, Domaine Bousquet*

We've been incredibly busy all three days seeing customers from all trade sectors, we're absolutely delighted with the fair this year and would really encourage others to come next year so they don't miss out.

*Patrick McGrath MW, Hatch Mansfield*

I must say the quality of visitors was exceptionally good. Excellent, genuine contacts...

*CDG Wine Merchants*

One week after the event and we are still reliving the fantastic show magic! It was a real joy and privilege to reconnect with our friends, peers and partners last week!

*Bermar UK*

A great day at the Mindful Drinking Pavilion, a wonderful space curated by Club Soda. We met some great people today in the trade and press and there's still 2 days to go.

*DrinkMocktails*

Massive congratulations to the LWF team on their first live event since COVID...They fully backed the creation of the WTAF (Wine Traders for Alternative Formats) Zone which we were proud to be a part of and there was definitely a real buzz...

*BibWine*

We were proud to have the largest and widest range of wines on show from the UK. This is the key event for the UK wine trade, and it was great to be part of it. Congratulations to the team!

*Simon Thorpe MW, WineGB*

It has been invigorating and energising; amazing to see industry colleagues and partners reconnect in real life after three years and talk about how to make better wines in a better world.

*Barry Dick MW, Bulk Trading and Sustainability Manager for BWS at Waitrose*

It is really nice to have the London Wine Fair back and I can't wait for next year.

*Clara Rubin, Group Wine Manager, Hawksmoor*

Hearty congrats on what seemed to me like a very slick, smooth, buzzy event! It felt very positive...

*Guy Woodward, Club Oenologique*

Great to be back. This annual event is a must in the industry calendar and allows us to network with importers and producers as well as discovering what's new on the market and the latest trends.

*The Tasting House, Independent Merchant*

It was an excellent fair, fertile and interesting, a great chance to reconnect with colleagues and contacts. I came with a plan and as usual was diverted - in a good way - many times.

*Victoria Moore, Wine Editor, The Daily Telegraph*

# TRADING FLOOR

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



London Wine Fair is so useful... just so many people come to it. It's vibrant... so much going on!

Anne McHale MW, Doyle Collection Consultant

## SPACE ONLY

Build your stand from the ground up.  
**£378+vat per sq.m**

## SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.  
**£462+vat per sq.m**

# DRINKS BRITANNIA

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



For me the one word I would use this year is "energy". There is a great buzz in the place.

Ian Harris, WSET

## SPACE ONLY

Build your stand from the ground up.  
**£378+vat per sq.m**

## THE BRITISH AISLE

UK Producers and Members have the opportunity to be part of WineGB's UK pavilion for **£1,949**

## SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.  
**£462+vat per sq.m**

### Example shell stand prices:

6sq.m – £2,921

9sq.m – £4,307

12sq.m – £5,693

# DISCOVERY ZONE

High-traffic zone dedicated to showcasing essential products and services that underpin and futureproof the drinks industry.



The pivotal Discovery Zone Theatre runs popular, ground-breaking sessions five times per day with topics ranging from the future of wine logistics to sustainable practices, via wine technology and the psychology of selling.

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## SPEAKING SLOT

Take a spot on a panel discussing latest innovations and hot topics in front of our industry audience.  
**£2,550+vat**

## PRESENTATION

Deliver a presentation or case study direct to a captive audience of early adopters.  
**£3,500+vat**

# 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.



I've really enjoyed the seminars. I've just been to a really good one on Rioja this morning and I'm going to another one on Greece this afternoon. Great to see old faces and new. What more can you ask for?

*Tim Atkin, Wine Writer, [timatkin.com](http://timatkin.com)*

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## EDUCATION ZONE MASTERCLASS

Deliver a 45 minute presentation or training session direct to our industry audience.  
**£1,750+vat**

# 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.

**£1,599+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.



You can find wines from all over the world. It's always exciting to find something new.

Terry Kandyllis MS, 67 Pall Mall

## 3 SQ.M POD

Pre-built and branded. Includes all accessories.  
**£2,670+vat**

## SHARED POD

Share a pre-built and branded pod with another producer.  
**£1,390+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.

# MASTERCLASSES

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.



There's always somebody that brings something a little bit off-beat and a little bit different and that's what we are always looking for.

*Lenart Cernelic, Buyer, M Restaurants*

## PREMIUM MASTERCLASSES

Tastings where the seats are booked in advance by visitors. This enables us to market to specific target demographics, whether that includes sommeliers, supermarket buyers or press.

**£4,500+vat**

## WALK-UP TASTINGS

Extremely popular with queues stretching around the theatre in advance, walk-up tastings are first-come, first-seated.

**£2,750+vat**

## SPEAKING SLOT

Deliver a 45 minute presentation or training session direct to our industry audience.

**£1,750+vat**

# 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

P4 The unmissable: The essentials | P6 Sarah Abbott MW: Old vines | P8 After hours: Where to go after the event | P9 Q&A: Alessio Planeta, Planeta | P10 Unlock Victoria: Wine Victoria

**H**ello visitor. If you are reading this newspaper onsite at Olympia, or even on your way home, that is a very GOOD THING. It means that LWF is finally back, after 3 long years of hoping to run an in-person exhibition.

This also means that we finally get to celebrate the 40th live edition of LWF. Launched back in 1981 at the Kensington Exhibition Centre it was a much smaller affair. This year I am delighted to report that we have nearly 500 exhibitors and a record number of territories represented, some of whom are joining us for the very first time – welcome Uzbekistan!

In other good news we have increased the number of British producers for this year. We know this is hugely popular content, so we hope you enjoy the Drinks Britannia zone, the WineGB pavilion, the Nyetimber bus, the Food & Drinks Wales stand - and many more.

While we are on the topic of important anniversaries, LWF is proud to share its 40th birthday with some other significant birthdays amongst our exhibitors. Both Enotria & Coe (C50) and EWGA (C36) are each delighted to



have chalked up 50 years of business and Bibendum are celebrating 40 years, in their E40 lounge area.

Having scored back over the years we learned that Les Producteurs et Vignerons de France have exhibited at every single edition of LWF since its conception, so we of course wish

them a wonderful 40th event with us.

With so much to see and do, please use the handy timetable on the following pages to plan your day.

Cheers! Ignima nobis magnis moluptatis doles mo omnis re consetidiae net landerionet rem. Se res ipsum costi quo voluptaque.



Hannah Towsy, Head of London Wine Fair

### PROGRAMME HIGHLIGHTS

#### HARPERS HOT TOPIC

Harpers will host a session on meeting the challenges of Net Zero for UK drinks businesses in The Discovery Zone at 11h30.

#### EMBRACING MINDFUL DRINKING

Club Soda is hosting a "fireside chat" with co-founder, Laura Willoughby, Grape to Grains' Harry Crowther and founder of Brimful Drinks, Christine Parkinson on the Centre Stage at 11h45.

#### DISCOVER INDIAN WINE

Alessio Secci, co-founder of Fratelli Wines, an Indo-Italian collaboration, will host a discovery tasting of wines from their Indian estate, to showcase their 15-year journey. Masterclass Theatre at 16h30.

#### WINE BUYERS AWARDS

What makes a great wine buyer? Straight talking from the winners and judges of the 2020 awards, on the Centre Stage at 15h30.

#### FUTURE PROOFING THE INDUSTRY

Sustainable Wine Roundtable will host an Industry Briefing at 16h00, outlining its pathway to a greener 2030 featuring a panel of founder members.

For the full listings for today see Page 2 →

### COVER WRAP

185x272mm & 185x217mm  
£2,500+vat

### FULL PAGE

210x297mm  
£1,250+vat

### HALF PAGE

185x120mm  
£700+vat

### 1/3 PAGE

120x156mm  
£450+vat

# THE LONDON WINE FAIR TIMES

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

# APP

Downloadable by all 13,000+ 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

Celebrate the UK's best professional wine buyers, across the spectrum of the trade.

- ✓ Associate your company or brand with professional success
- ✓ Be focussed, target the buying category that resonates most with your brand
- ✓ Benefit from inclusion on the call to enter campaign, website and forms
- ✓ See your logo / company name linked with the list of winners in print, on the website, across social media platforms, email and event imagery
- ✓ Display your full page colour advert and logo within the Wine Buyers Awards results booklet



## HEADLINE SPONSORSHIP

**£20,000+**

Call to discuss bespoke packages

## CATEGORIES & AWARDS FOR SPONSORSHIP

**Supermarket & Multiple Awards - £13,000**

Supermarket & Multiple Wine Buyer - £9,000

Supermarket & Multiple Category Buyer - £6,000

**Online specialist wine buyer - £4,000**

**Independent merchant awards - £10,500**

Large independent merchant wine buyer - £8,000

Small independent wine buyer - £5,000

**Restaurant awards - £12,000**

High street chain buyer - £7,000

Restaurant group buyer (3+ sites) - £7,000

**Pub awards - £12,000**

Large chain group buyer - £8,000

pub group buyer (3+ sites) - £6,000

**Rising star award - £6,000**

*Bold costs reflect full category buyout*

# DIGITAL EDITION

In 2021, London Wine Fair developed and piloted an entirely new concept for digital wine events.

London Wine Fair 2023 looks to be the most intelligent event of its kind, with an unrivalled, ground-breaking digital offering plus a bustling in-person event. Both will create a fully immersive experience which will allow exhibitors and visitors to engage on a one-to-one basis, in larger groups and across the whole London Wine Fair audience.



## ONLINE EXHIBITOR LIST:

All physical event exhibitors will have the following information included on London Wine Fair's online exhibitor list:

- **Basic company details**
- **A 'hard' list of the wines you will showcase**

## DIGITAL MASTERCLASS SPONSORSHIP @1HR.

LWF to stream a pre-recorded, scheduled session incl. real time chat box for questions. Session also available on-demand: **£1,750 plus VAT**. NB. This rate does not include cost of samples. Cost dependent on no. of wines (max 8) and no. recipients. LWF to advise.

## THERE ARE ALSO A NUMBER OF DIGITAL EXHIBITION PACKAGES AVAILABLE:

PACKAGE TYPE	EXHIBITOR LIST ONLY	BASIC <i>(only available to live event exhibs)</i>	STANDARD	UNLIMITED
Number of wine info pages, with images linked from list	X	15	40	Unlimited
Sample request buttons	X	10	20	Unlimited
Wines filtered by producer / brand	X	X	Yes	Yes
Wine awards logos	X	X	20	Unlimited
Staff included in digital event (video meetings / text chat with visitors and access to seminars and masterclasses)	X	1	2	10
Reporting and analytics	X	Number of page visits and all sample requests	Number of page visits and all sample requests	Detailed breakdown and page analytics report
Rate	No charge for LWF physical exhibitors	£625	£1,050	£2,250

## PLUS, THE FOLLOWING ADD-ONS:

- **Extra staff in digital event: £25 per person**
- **Extra sample request buttons: £25 per button**
- **Extra award logos: £25 per logo**

# LWF TEAM



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