

LONDON WINE FAIR 2024

LONDON WINE FAIR 2024 STATS

9,243

VISITORS

24.4

NET PROMOTER SCORE (NPS)

UP 3% ↑

31%

ON-TRADE

22%

OFF-TRADE

9%

ANCILLARY PRODUCTS OR SERVICES

40%

FEMALE

60%

MALE

43%

OF VISITORS ARE RESPONSIBLE FOR OR INFLUENCE THE BUYING OF WINE

21%

NO AND LOW, SOFT DRINKS OR WATER

90%

OF VISITORS ARE LIKELY OR VERY LIKELY TO ATTEND IN 2025

UP 1% ↑

90%

OF VISITORS WOULD RECOMMEND LWF TO A FRIEND

UP 2% ↑

16%

SPIRITS

12%

BEER OR CIDER

89%

OF VISITORS MET THEIR OBJECTIVES AT LWF24

UP 3% ↑

89%

OF VISITORS SAID LWF IS OF IMPORTANCE TO THEIR BUSINESS

93%

FROM THE UK

| | |
|--------------|-----|
| MANAGER | 25% |
| DIRECTOR | 20% |
| MD/CEO/OWNER | 7% |
| SOMMELIER | 5% |

61%

OF EXHIBITORS
HAVE EXHIBITED
MORE THAN ONCE -
CONSECUTIVELY

98%

OF EXHIBITORS MET
THEIR OBJECTIVES
FOR EXHIBITING AT LWF
UP 5% ↑

40,050

Total impressions on the digital
exhibitor pages (Bottlebooks)

The Wine Writers Edit:

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

LWF Essential Planner

The average rating of meetings booked
through the Essential Planner platform
was 4.75/5 stars

On average, exhibitors had
**65 visitors review their online
profiles (Bottlebooks)**

MOST SEARCHED COUNTRIES ON THE LWF24 BOTTLEBOOKS PAGE

GREECE

ITALY

UNITED KINGDOM

FRANCE

GEORGIA

PORTUGAL

SPAIN

SOUTH AFRICA



WHAT THE LWF24 EXHIBITORS HAD TO SAY:

"The WSTA is hard-wired to support and enjoy a London Wine Fair that attracts the UK wine community in droves - as happened again this year. We like seeing so many members - and would-be members! - in the capital city of the world's second largest wine importer. Those we saw talked about strong footfall, high quality conversation and plans for next year - when we will know who has formed the next government and whether new Ministers see sense and maintain the wine easement."

Miles Beale, CEO, WSTA

"It's been a really, really good three days. As good as last year, better probably. We've enlarged our stand; we knew we didn't have enough space, and actually we've filled it, so it has been amazing. We would have been really cramped if we hadn't had the extra square footage. We've had a great mix of people: independents; national retail; national on-trade; fine wine merchants; travel retail. And I continue to be amazed that some of our competitors aren't here."

Patrick McGrath MW, CEO, Hatch Mansfield

"The Fair has been a huge success again for us at Beyond Wines. We had so many important meetings at The Fair, with more customers and trade luminaries than I can count. We have seen all the major buyers over the last three days, including from: Tesco; Aldi; Sainsbury; Waitrose; Morrisons; Matthew Clark; Molson Coors; Mitchells and Butlers; and LWC Drinks to name just a few. And it is testament to London Wine Fair that they were all gathered in one place over the three days. Why more companies don't exhibit is beyond me."

Alex Green, Sales and Marketing Director, & Matthew Johnson, Commercial Director, Beyond Wines Ltd. & Liquid Diamond Wine

"We have hugely enjoyed the overall vibe of the fair and been delighted by the response to our stand which both showcased our portfolio and created an educational platform. We were very keen to show who we are and make

new friends while having time to enjoy existing ones. I think we have fully accomplished this. Lots to build on for the future."

Justin Liddle, Managing Director, Mentzendorff

"This year's London Wine Fair has been exceptional. We have had an amazing amount of really quality customers to our stand. Added to which, The Fair has a real sense of innovation and excitement."

Robin Copestick, Managing Director, Freixenet Copestick

"Wines of South Africa returned to the London Wine Fair for the first time in several years, exhibiting for one day at the Pop-Up area. We had 14 tables in the zone, which was positioned in a great spot near the entrance. It is fair to say that the Wines of South Africa Pop-Up was buzzing for the entire day. We were busier than we would ever have expected to be. We saw top buyers, trade and journalists. London is still such a hub for European wine business and this was a great opportunity to showcase all that South Africa can offer."

Jo Wehring, Market Manager, Wines of South Africa

"We have had a fantastic London Wine Fair. We've been coming here since I set up the company in the UK 11 years ago now, and I have to say this year, particularly Andrew had a new personal best for the most number of meetings at a London Wine Fair. So we are thrilled to bits. It has been a great Fair."

Richard Cochrane, Managing Director, Felix Solis UK

"It was excellent to be back at the London Wine Fair this year, celebrating our 50th Anniversary. The fair had a great energy, and it also saw us host our first Masterclass Session which was a wonderful success. The organisation and help from the London Wine Fair team made it a very smooth and highly enjoyable event for us, with lots of great discussions with visitors coming to try our portfolio of wines on the stand. Overall a fantastic industry

event for the Buckingham Schenk Family."

Craig Durham - Managing Director, Buckingham Schenk Family

"The show was a great success for Everflyt. If everything pays off from the leads we have got from the show, in the next 3-6 months we will have sold all the wine that we haven't yet released!"

Luke Spalding, General Manager, Everflyt

"Exhibiting at London Wine Fair has been an incredible opportunity to showcase the exceptional wines we exclusively represent in the UK. The positive response and enthusiasm from visitors truly reflects the quality and uniqueness of our portfolio. Having been exhibiting for a few years now, we are happy and the feedback is always very positive."

Ben Carfagnini, Managing Director at Friarwood

"We met lots of really interesting people and some great contacts. It was a nice way to land our new Nannette's Rosé campaign. A great show and for us, it was about quality over quantity."

Fergus Elias, Head Winemaker, Balfour Winery

"The London Wine Fair Pop-Up is a great addition to the Show. New Zealand Wine was delighted to take a space again this year at the Pop-Up which provided us with an opportunity to showcase a large and diverse selection of wines to a keen and interested audience! We had a very busy day on Monday and the feedback from the high number of visitors was very positive!"

Chris Stroud, Market Manager, Europe New Zealand Winegrowers

"The show has been great for us this year. It's been really focused; we've seen plenty of decision makers and it's been a brilliant platform for us to promote the brand. We felt we had a good share of voice within the Fair."

Simon Rollings, CEO, The Canned Wine Company