

2023 SALES INFORMATION





LIVE 8.822 **VISITORS**

36% **OF VISITORS ARE RESPONSIBLE OR INFLUENCE THE BUYING OF WINE** UP 1% 🕇

> 42% **OTHER DRINKS INC BEER, CIDER & SOFT DRINKS**

0.2% NON-BINARY

34.6% FEMALE

63.4% MALE

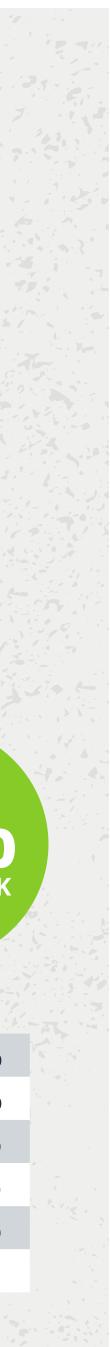
I must say the quality of visitors was exceptionally good. Excellent, genuine contacts...

CDG Wine Merchants



IMPORTER WHOLESALE DISTRIBUTOR 5% PRESS

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



MOST SEARCHED COUNTRIES ON THE DIGITAL EVENT PAGES FOR 2022: UK **AUSTRALIA** ITALY FRANCE **SOUTH AFRICA**

PORTUGAL

OF EXHIBITORS HAVE EXHIBITED MORE THAN 5 TIMES

25%

Average no. of digital exhibitor pages viewed per visitor.

14

total page impressions on the digital exhibitor pages

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

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

EXHIBITORS

86% **OF EXHIBITORS MET** THEIR OBJECTIVES FOR EXHIBITING AT LWF UP 6%

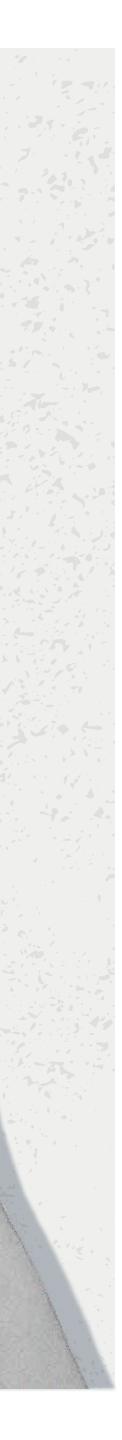
31,815

8

number of digital sessions available to stream

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.



PARTICIPATING IN **EVENTS BEATS OTHER FORMS OF MARKETING**

2X more powerful than TV advertising

3X more effective than print media

4 X more successful than radio ads

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

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

WHY EXHIBIT AT AN EVENT?

LIVE EVENTS ARE GOOD FOR YOUR IMAGE

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

Independent research funded by the aeo and carried out by facetime and explori



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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

TESTIMONIALS

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

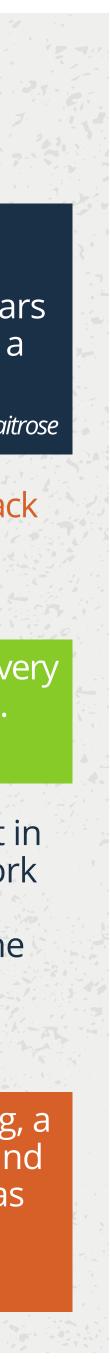
Hearty congrats on what seemed to me like a very slick, smooth, buzzy event! It felt very positive... *Guy Woodward, Club Oenologique*

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

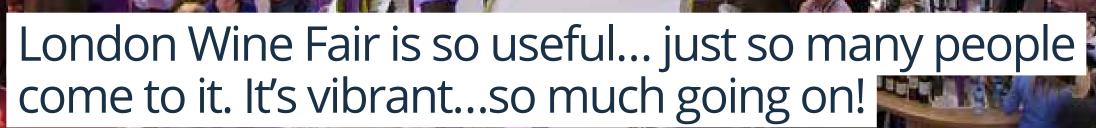
It was an excellent fair, fertile and interesting, a great chance to reconnect with colleagues and contacts. I came with a plan and as usual was diverted - in a good way - many times.

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



Anne McHale MW, Doyle Collection Consultant



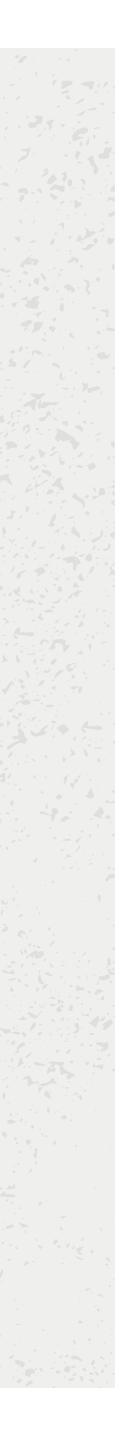
SPACE ONLY

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

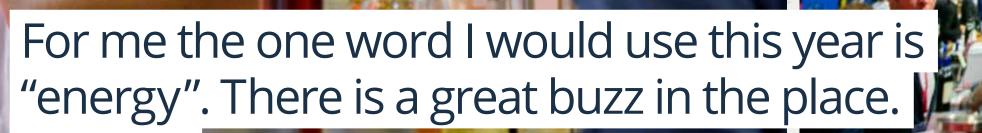
SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.

£460+vat per sq.m



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



lan Harris, WSET



SPACE ONLY

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

THE BRITISH AISLE

A row of branded and pre-built pods that provide a low cost option for start-ups & smaller brands.

£1,870+vat per pod

SHELL SCHEME

A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.

£460+vat per sq.m



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.



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.

£460+vat per sq.m

SPEAKING SLOT

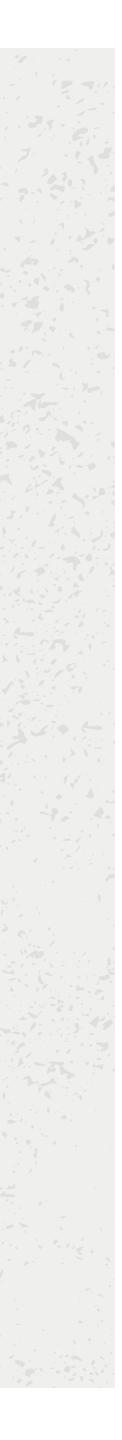
Take a spot on a panel discussing latest innovations and hot topics in front of our industry audience.

£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



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SHELL SCHEME

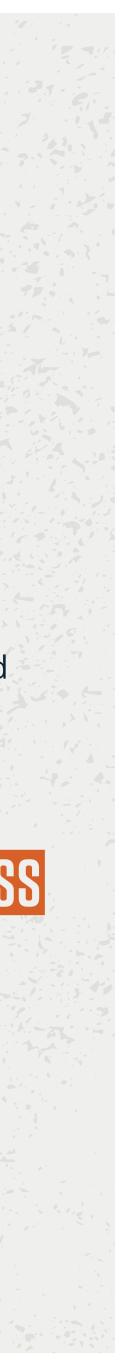
A basic structure built for you with name board, carpet, display cabinet and lockable cupboard, socket and light.

£460+vat per sq.m

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

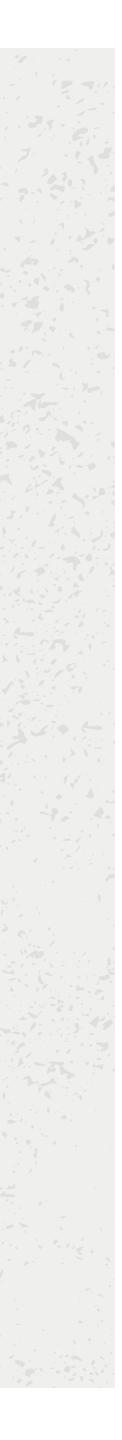
Table top signage, tablecloth chair and accessories.

£1,595+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.



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 Kandylis MS, 67 Pall Mall

WINES UNEARTHED



3 SQ.M POD

Pre-built and branded. Includes all accessories.

£2,670+vat

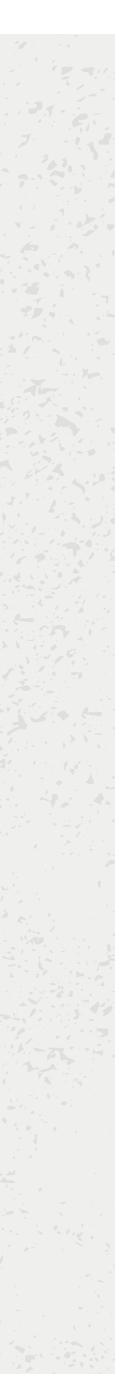
SHARED POD

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



PREMIUM MASTERCLASSES

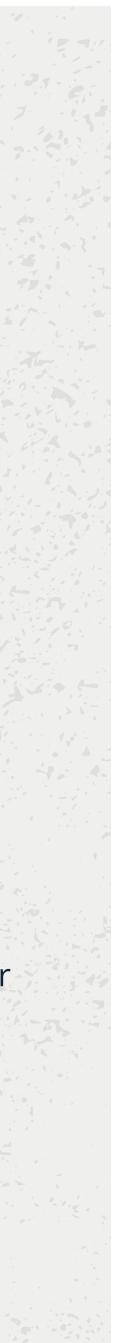
Tastings where the seats are booked in advance by visitors. This enables us to market to specific target demographics, whether that includes sommeliers, supermarket buyers or press.

£4,500+vat

WALK-UP TASTINGS

Extremely popular with queues stretching around the theatre in advance, walk-up tastings are firstcome, first-seated. Sponsoring these sessions is an ideal way of getting your wines tasted by 78 quality visitors.

£2,750+vat



LONDON WINE FAIR TIMES

A daily newspaper distributed at the show, a fantastic opportunity to get your brand and story straight into the hands of the entire visitorship



YOU

P4 The unmissable: The essentials

ello visitor. If yo are reading this newspaper onsite a 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-persor 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 edition with some other significant birthdays amongst our exhibitors

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

For the full listings for today see Page 2



P8 After hours: Where

P6 Sarah Abbott MW: Old vines

P9 Q&A: Alessio | P10 Unlock Victoria: Planeta, Planeta | Wine Victoria

to go after the event



Both Enotria & Coe (C50) and EWGA (C36) are each delighted to ave chalked up 50 years of business and Bibendum are celebrating 40 years, in their E40 lounge area. Having scoured back over the years we learned that Les roducteurs et Vignerons de France

edition of LWF since its conception so we of course wish them a vonderful 40th event with us. With so much to see and do, please use the handy timetable on the following pages to plan your day.



Alessio Secci, co-founder Club Soda is hosting of Fratelli Wines, an Indo 'fireside chat" with co talian collaboration, will founder, Laura Willoughby, host a discovery tasting of wines from their Indian Crowther and founder of estate, to showcase their 15- 15h30. Brimful Drinks, Christine year journey. Masterclass Parkinson on the Centre Theatre at 16h30.

What makes a great wine uver? Straight talking from the winners and judges of the 2020 awards, on the Center Stage at

Sustainable Wine

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

COVER WRAP

185x272mm & 185x217mm

£2,500+vat

FULL PAGE 210x297mm

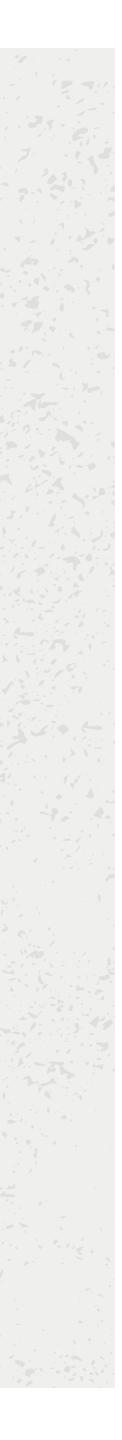
£1,250+vat

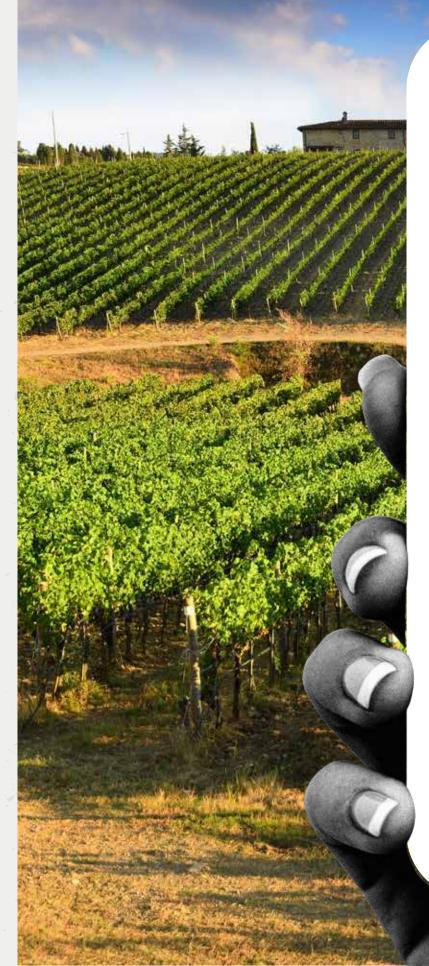
HALF PAGE 185x120mm £700+vat



* buy two insertions and get the third free, to advertise in all three daily issues

Stage at 11h45.







HE WINE TRADE'S REVIEW - A FORTNIGHTLY PUBLICATION • ISSUE 11:



Why anything goes if it means staying in business

PRESSING

That sounds pretty dramatic. Clearly you are talking about the impact of Covid-19, but what do you mean exactly?

It means what it says. Providing what you do is legal, and ethical from a pusiness point of view, the situation for many companies, whether they are employing lots of people, or individuals operating on their own, is now so severe that drastic measures are needed.

Ne are seeing examples right across the wine industry: major national ontrade wholesalers are going direct to consumer for the first time; others are opening up their trade only lists to offer discounts to NHS workers; online retailers are even voluntarily closing down their sites and refusing to sell any more wine. Businesses are having to make extraordinary decisions just to stay in business. Even if that means closing down their company during this time.

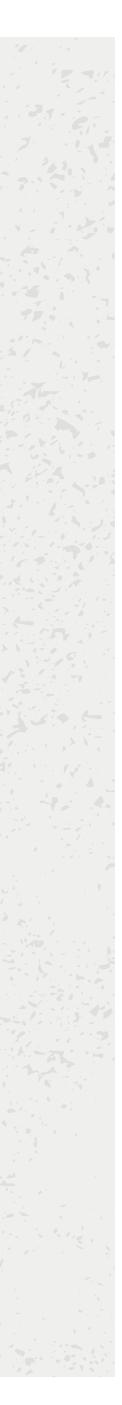
But won't some of these moves - like selling wines that are exclusive to the ontrade direct to the public - have ramifications for those operators when things get back to normal?

They might, but would you want to carry on doing business with any company or operator that objects to any drastic actions you took in orde to safeguard your own company and the future of your staff at these times?

GRAPEVINE

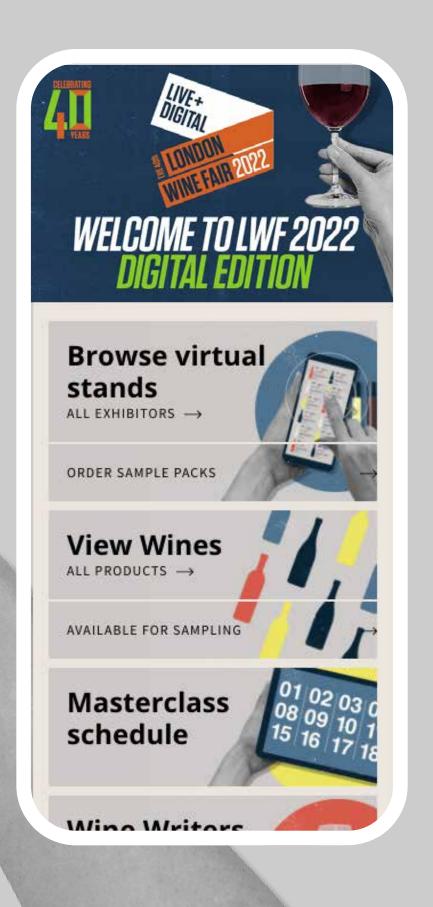
Grapevine is the wine trade's trusted fortnightly review, produced by London Wine Fair and edited by Richard Siddle. Grapevine is sent direct to the inboxes of 68,000+ buyers, importers, producers and company owners in the industry

<section-header></section-header>	TOP LEADERBOARD 600x120px - £1,250+vat MIDDLE LEADERBOARD 600x120px - £875+vat SPONSORED STORY
S P O N S O R E D S T O R Y A N D P I C T U R E	£1,500+vat TAKEOVER £2,500+vat
	GRAPEVINE BROUGHT TO YOU BY LONDON WINE FAIR



Downloadable by all 13,000+ visitors, the app is a show companion, featuring personalised schedules, interactive floorplans, a meeting booking system and much more

APP



BANNER ADS

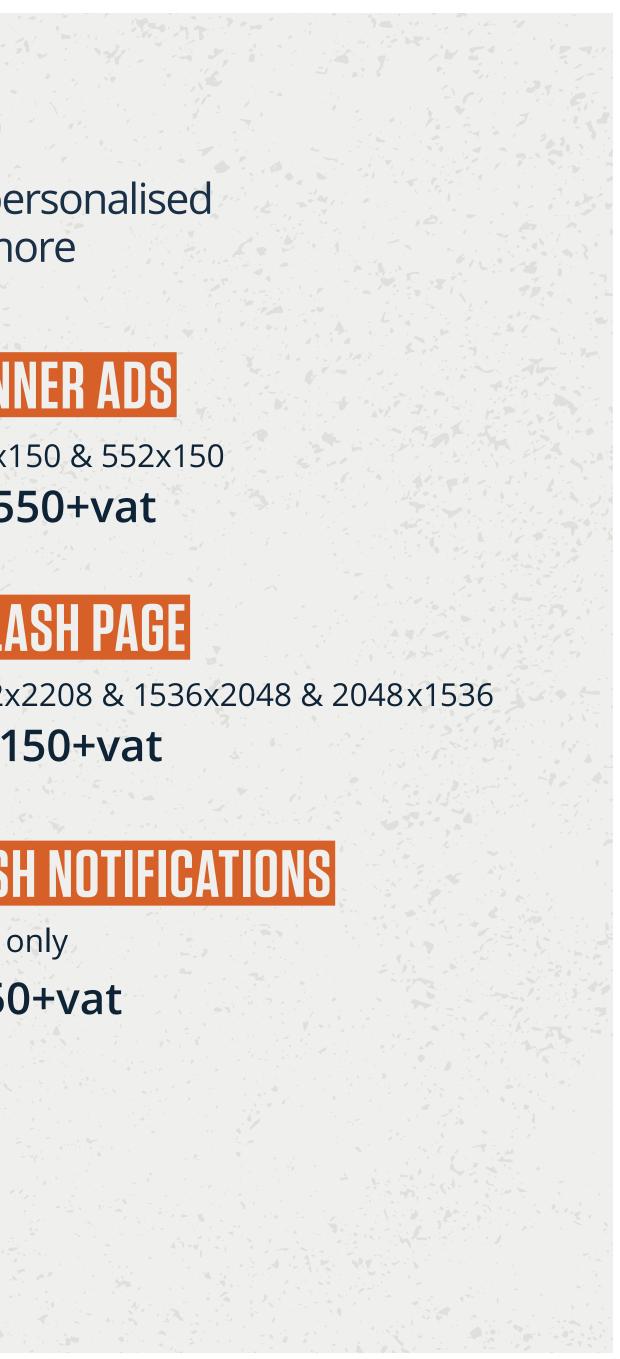
640x150 & 552x150 £1,550+vat

SPLASH PAGE

1242x2208 & 1536x2048 & 2048x1536 £2,150+vat



Text only £150+vat





Associate your company or brand with professional success

Be focussed, target the buying category \checkmark 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



WINE BUYERS AWARDS Celebrate the UK's best professional wine buyers, across the spectrum of the trade

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

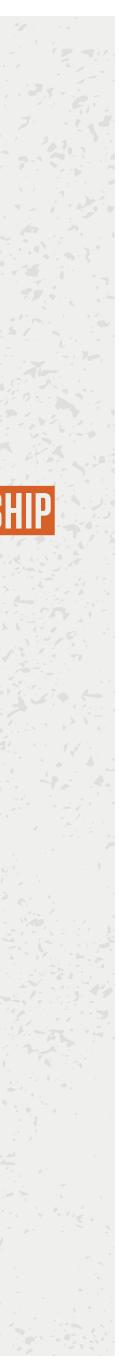
Independent Merchant Awards - £10,500 Large independent merchant wine buyer - £8,000 Small independent wine buyer - £5,000

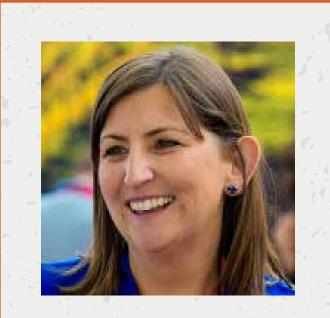
Restaurant Awards - £12,000 High street chain buyer - £7,000 Restaurant group buyer (3+ sites) - £7,000

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





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INTERNATIONAL AGENTS

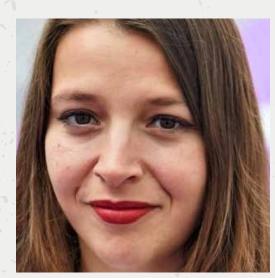
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FRANCE OTSA **Eugenie Fillaux** Tel: +33 (0)7 8605 8508 <u>eugenie.fillaux@otsa.net</u>



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