

LONDON WINE FAIR 2023 STATS



34%
ON-TRADE

21%
OFF-TRADE

9%
ANCILLARY
PRODUCTS OR
SERVICES

4%
MEDIA

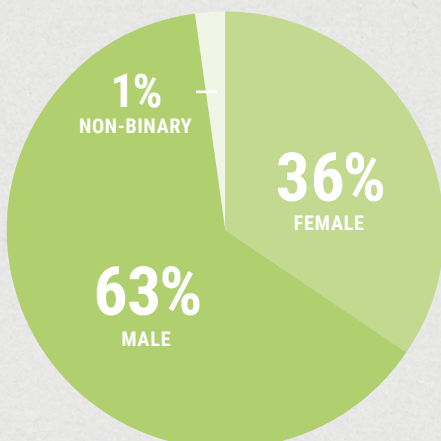
43%
OF VISITORS ARE RESPONSIBLE OR
INFLUENCE THE BUYING OF WINE
UP 7% ↑



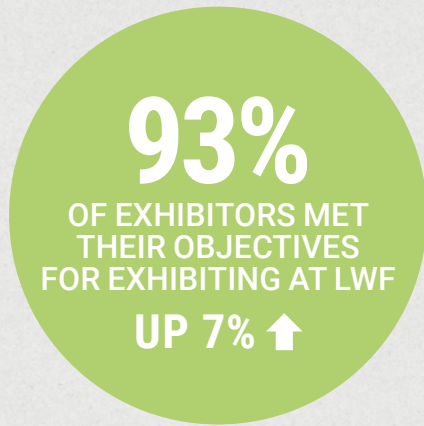
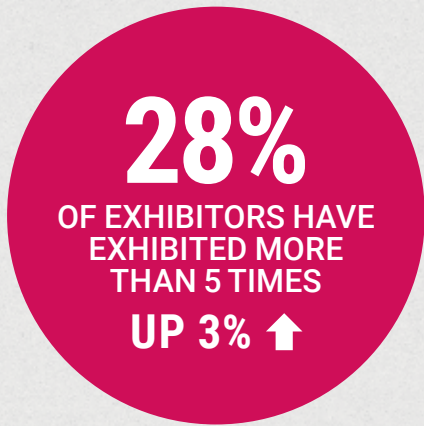
21%
SPIRITS

16%
BEER OR CIDER

23%
WATER, SOFT DRINKS AND
NO AND LOW PRODUCTS



Manager	21%
Director	18%
MD/CEO/Owner	10%
Sommelier	8%



14

Average no. of digital exhibitor pages viewed per visitor.

31,815

Total page impressions on the digital exhibitor pages.

150%

Traffic to the exhibitor directory was up 150% compared to 2022.

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.

MOST SEARCHED COUNTRIES ON THE DIGITAL EVENT PAGES FOR 2023:

- UK
- ITALY
- PORTUGAL
- GREECE
- FRANCE
- SOUTH AFRICA
- UKRAINE
- SPAIN



WHAT THE LWF23 EXHIBITORS HAD TO SAY:

"It has been a fantastic platform for announcing the brand to trade. It's been a good opportunity to reinforce existing relationships and meet new customers. And we'd like to come back bigger and better."

Simon Rollings, CEO, Founder, Canned Wine Company

"It has been great - a really busy show, and we have had lots of leads. Much busier than in the past which is great, and for us liquid to lips and getting positive feedback has been brilliant."

Natalie Winkworth-Smith, founder, Saicho Drinks

"This has been the first time doing knowledge-sharing masterclasses, and it has been really important for us to show off the expertise of our amazing portfolio. The London Wine Fair has been an excellent forum. We have been delighted too by the calibre of the wine professionals who have joined the masterclasses and been so engaged with the discussions."

Alex Notman-Watt, Head of Marketing, Enotria&Coe

"In terms of market spend and in terms of return on investment, it has been the best value for money in terms of any event in the past 12 months, and this show has such a nice atmosphere."

Jack Denley, Marketing Manager, Petainer

"Monday and Tuesday were crazy; it was really good and we were certainly very pleased. We have had a really good mix of visitors: indies, multiple retailers, national on-trade, sommeliers, across the board from the decision makers to those on the shop floor."

Lesley Gray, Marketing Manager, Awin Barratt Siegel Wine Agencies

"It was wonderful being here liaising with all sorts of businesses in the wine industry. And spreading the word on our work as a climate action network, sharing practical knowledge for the industry. But above all, it was an honour to launch the LWF Bottle Reuse Initiative in collaboration with Sustainable Wine Solutions and the Fair."

Marta Mendonça, Manager, Porto Protocol

"Our team have had a fantastic 3 days at the London Wine Fair 2023 surrounded by a whole host of fantastic brands!

We LOVED being part of the Mindful Drinking Experience, and we especially loved seeing our friends at Club Soda pick up the award for 'Independent Retailer Of The Year'. We met lots of new people, made some great contacts and had lots of fun! We can't wait for next year, already! "

Anna Chalov, Co-founder, Bemuse

Great to be back in the buzz of the event, always good to catch up with customers and suppliers face to face and to introduce current and new customers to our portfolio.

Siobhan Kemp, Sales Support, Technical & Marketing, Myliko Wines

"We had an absolute blast yesterday at the London Wine Fair immersing ourselves in a world of extraordinary wines, inspiring industry professionals, and unforgettable wine experiences. From the moment we stepped through the doors of this prestigious event, we were surrounded by an electric atmosphere filled with the clinking of glasses and the hum of passionate conversations. The London Wine Fair truly lived up to its reputation as a hub of wine excellence and innovation."

Paul Bettsworth, Director, The Wine Cellar Company

The London Wine Fair was extremely well organized and we were able to showcase our wines and obtain various and various leads in both the UK as well as other countries.

Friendly atmosphere - it was a pleasure to chat and share thoughts and ideas with other exhibitors. Interesting masterclasses."

Antonietta Luongo, Export Manager, Ocone 1910 Taburno Wine County