



LIVE+
7-9 JUNE
DIGITAL
20-21 JUNE

THE 40th
LONDON
WINE FAIR 2022

2022 SALES INFORMATION

WHO WILL YOU MEET AT LONDON WINE FAIR?

13,260

UNIQUE VISITORS*
(2019)

39%
ON-TRADE

20%
RESTAURANT

3%
PUB/PUB CO

6%
HOTEL

3%
CATERING

5%
BAR/CLUB

11%
IMPORTER/
DISTRIBUTOR

7%
PRESS

25%
OFF-TRADE

14%
SHOP/SUPER-
MARKET

20%
INDEPENDANT
MERCHANT

"It's been the best London Wine Fair ever.
The right people were there."

Nik Darlington, Marketing Director, Graft Wine

	*UNIQUE	TOTAL
DAY 1	6,165	6,165
DAY 2	4,573	6,151
DAY 3	2,522	4,273

VISITORS

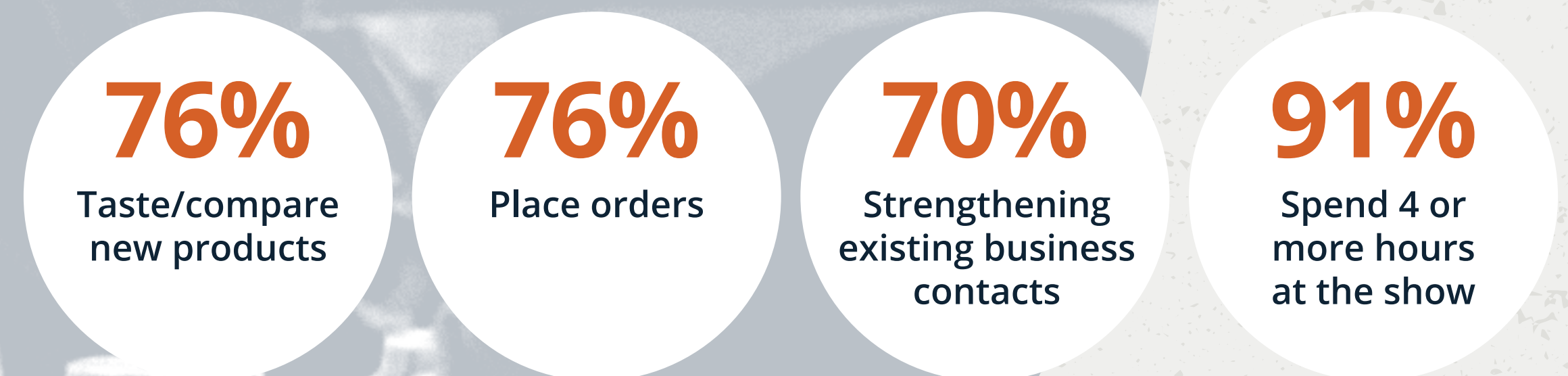
WHAT ARE VISITORS RESPONSIBLE FOR BUYING OR INFLUENCING?



WHAT DO VISITORS THINK?



WHAT DO THEY DO AT THE SHOW?



LWF is a great way to re-engage with the trade, and more importantly, we're getting some incredibly good business out of it.

Head of Global Sales, Nyetimber

EXHIBITORS

63%
HAVE EXHIBITED
BEFORE

16%
HAVE EXHIBITED
MORE THAN
FIVE TIMES

WHAT DO EXHIBITORS THINK?

95%

Say the show has
importance to
their business

79%

Are satisfied
with visitor
quality

79%

Would
recommend

HOW WELL DO THEY MEET THEIR OBJECTIVES?

80%

Increasing brand
awareness

63%

Meeting/selling
to current
customers

62%

Generating new
sales leads

483

Exhibitors in 2019
4% Increase
year-on-year

This is the most important date in our calendar
for the UK. Great vibe, lots and lots of people.

Wine Buyer, Robinsons

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

The London Wine Fair is the best event we do all year. We have doubled our investment this year. This is the most cost-effective way for us to sell.

Antipodean Sommelier

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

TESTIMONIALS

For us it's the most important three days of the year. We have been busy the whole time with very good quality visitors, fantastic.

Hatch Mansfield

I have seen many interesting buyers and sommeliers - more sommeliers than usual. I always enjoy coming to the London Wine Fair and speaking directly to U.K. customers and buyers. It gives great insight into the U.K. market.

Export Director, Louis Jadot

It was a fantastic London Wine Fair, congratulations! The calibre of visitors this year was really good, with a genuine thirst for learning about wine and quality. Our on-stand masterclasses were so well received and attended, and we have made many new friends and customers! The Wine World is moving on and so too has the LWF. We've booked next year already.

C&C Wines

Really, really good. Even busier than expected, but it's not just about the quantity. The quality of visitors has been fantastic. We're meeting both existing customers and new buyers from regional wholesalers and restaurants groups.

Inverarity Morton

The Fair has been great for us this year. The stand has been consistently busy with very professional attendees who were genuinely interested in our wines. The key objective for us this year was to get the wines in front of serious buyers, and we feel we have achieved this. We will be back next year, with an even bigger presence!

National Wine Agency of Georgia

Overall we found the fair very busy and productive. The decision to charge for entry was the correct choice.... Our impression was the per-capita quality of the visitors was vastly improved. Well done Team LWF!

Charles Simpson, co-owner, Simpsons Wine Estates

The London Wine Fair is an excellent opportunity to meet all sorts of people working in the industry. We were able to reach out to attendees very efficiently due to the filter options and user-friendly platform. The event was all about sharing: sharing experiences, knowledge, interests and networks, thus creating a friendly and open environment.

Vikarus Wines

LWF is a great way to re-engage with the trade and more importantly we are getting some really good business out of it.

Nyetimber

The London Wine Fair is the best event we do all year. We have doubled our investment this year and have been able to show a fuller range of wines. We have seen merchants from Scotland to the South Coast and even Europe. This is the most cost-effective way for us to sell.

James Leary, Antipodean Sommelier

It is quite incredible to think that even 12 months ago, you would have been hard pressed to find much enthusiasm for an online wine fair, but the London Wine Fair hasn't just dispelled that notion but has shown there are really valuable elements that physical fairs can learn from in future too.

Graft Wines

Here at Tÿ Nant we were proud to be The Official Water Partner of this years' London Wine Fair, from start to finish the team have been efficient and helpful. It was great to see the first virtual LWF to be a true success.

Ty Nant Water

Great digital wine event organized in detail! The digital platform easily matches you with leads, and easy to get connected! Super satisfied! Thank you LWF 2021 team for your great support & customer experience!

Rodica Wines

DIGITAL EDITION

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

London Wine Fair 2022 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.

TERRITORY IN FOCUS

Opportunity for generic bodies to present educational information and images about their region within the digital event.

£2,950

DIGITAL PACKAGES

There are also a number of Digital Exhibition packages available.

BASIC PACKAGE

(only available to live event exhibs)

WINE INFO PAGES WITH IMAGES LINKED FROM LIST	15
SAMPLE REQUEST BUTTONS	10
STAFF INCLUDED IN DIGITAL EVENT (video meetings / text chat with visitors and access to seminars and masterclasses)	1
REPORTING AND ANALYTICS	PAGE VISITS AND ALL SAMPLE REQUESTS
RATE	£625

STANDARD PACKAGE

WINE INFO PAGES WITH IMAGES LINKED FROM LIST	40
SAMPLE REQUEST BUTTONS	20
WINES FILTERED BY PRODUCER/BRAND	YES
WINE AWARDS LOGOS	20
STAFF INCLUDED IN DIGITAL EVENT (video meetings / text chat with visitors and access to seminars and masterclasses)	2
REPORTING AND ANALYTICS	PAGE VISITS AND ALL SAMPLE REQUESTS
RATE	£1,050

UNLIMITED PACKAGE

WINE INFO PAGES WITH IMAGES LINKED FROM LIST	UNLIMITED
SAMPLE REQUEST BUTTONS	UNLIMITED
WINES FILTERED BY PRODUCER/BRAND	YES
WINE AWARDS LOGOS	UNLIMITED
STAFF INCLUDED IN DIGITAL EVENT (video meetings / text chat with visitors and access to seminars and masterclasses)	10
REPORTING AND ANALYTICS	DETAILED BREAKDOWN & PAGE ANALYTICS REPORT
RATE	£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

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.

£343+vat per sq.m

SHELL SCHEME

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

£420+vat per sq.m

WINE DESIGN

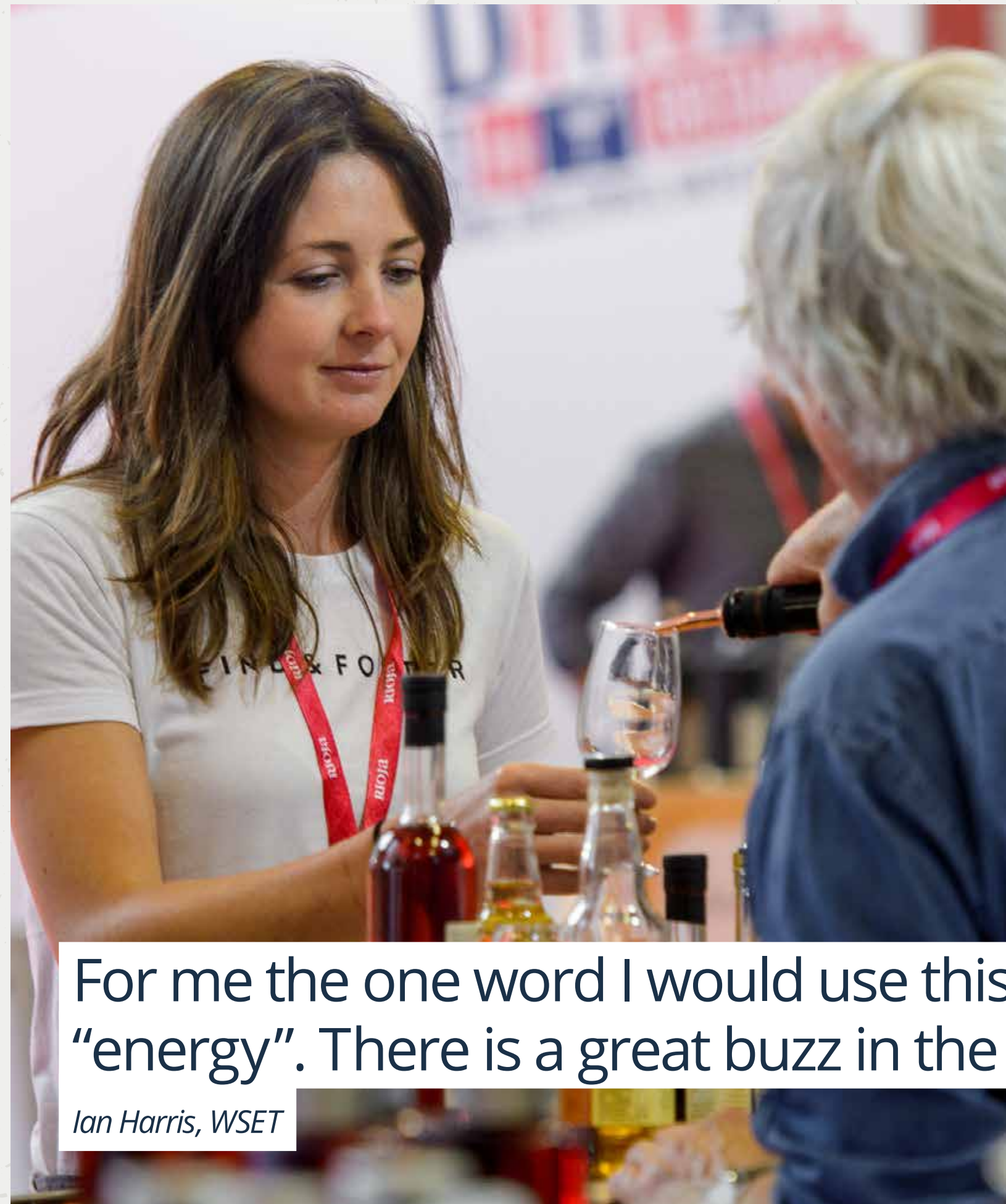
A modular, custom-built system with perimeter walls, tasting tables, lockable cupboard and carpet as basic.

c.£550+vat per sq.m*

** Please request examples and costing calculator for detailed quote.*

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.
£343+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.

£1,700+vat per pod

SHELL SCHEME

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

£420+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.

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** Please request examples and costing calculator for detailed quote.*

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



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£420+vat per sq.m

EDUCATION ZONE MASTERCLASS

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

£1,500+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.

£1,450+vat

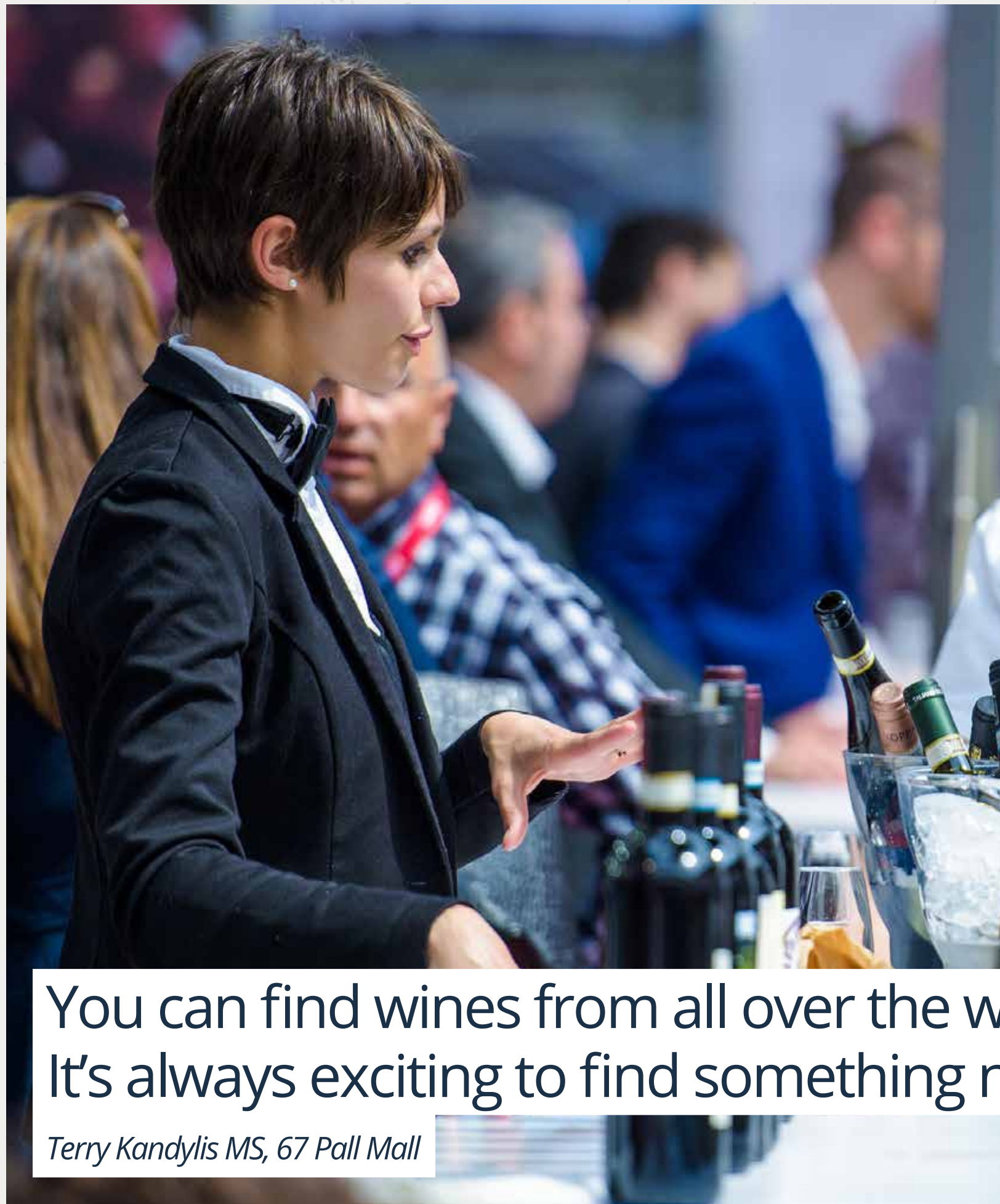
ADDITIONAL TABLES

Opportunity to book max two tables next to each other to show a bigger range.

Producers can showcase a maximum of 6 wines per pod. On a shared pod it's max 8 wines in total (eg. up to 4 per producer).

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 Kandylis MS, 67 Pall Mall



3 SQ.M POD

Pre-built and branded.
Includes all accessories.

£2,425+vat

SHARED POD

Share a pre-built and branded
pod with another producer.

£1,260+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. Sponsoring these sessions is an ideal way of getting your wines tasted by 78 quality visitors.

£2,500+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



THE LONDON WINE FAIR **Times** YOUR GUIDE TO THE LWF 2022 7/6/22

P4 A taste of Africa: Jordan Wine Estate | **P7** A focus on home grown talent | **P8** WSET celebrates its 50th anniversary | **P12** The Beauty of Biodynamics | **P14** Post Show drinking venues

The team are delighted to be back at London's iconic Olympia and we have a spectacular three days lined up for you. Firstly, I welcome you to 'get your (wine) geek on' and enter the #LWF22Extreme Tasting Challenge. Fancy walking away with a £1,000 cash prize, or a raft of amazing wine prizes? Our friends at The Wine Gang have curated some fiendish questions that you can answer by visiting ten designated stands, tasting the relevant wines and completing the entry form with your answers. You can pickup and drop-off the entry forms in the lobby, next to the newspaper distributors. We'll announce the winner at the close of the show on Wednesday. Good luck! On the subject of wine challenges, ever thought about becoming an MW? Let the Institute of Masters of Wine talk you through the process at 12.30pm in the Industry Briefing room. If this doesn't scare you off, then you should probably sign up. We've got tasting masterclasses rolling out in four different theatres today. If you're not already



prebooked into the Gallery Suite or Pillar Hall theatres then it's well worth joining the queue for either the Walk-Up Tasting theatre or the Education Zone theatre (timetables on page 2&3). There is a really diverse range of sessions covering

Saké to Prosecco, Chile to Rioja and even the Key Principals of Food & Wine Pairing with WSET. Do turn up at least 10 minutes before the published time to avoid missing out. And if you run out of time today, there's always



PROGRAMME HIGHLIGHTS

101 SAKÉ MASTERCLASS

Style, aroma, complexity, umami & ageing. Presented by, Rie Yoshitake, Tony Mitchell & Natsuki Kikuya 12:30 Pillar Hall

BREXIT AND BEYOND

Join a panel of leading industry players to hear more about latest Brexit developments and future prospects for the UK wine market. 10:30 Industry Briefings

A CONVERSATION WITH OZ CLARKE - WITH BOOK SIGNING

The internationally-renowned wine expert and TV presenter will be in conversation with wine critic and IWC chairman Charles Metcalfe. 14:00 Industry Briefings

CONSUMERS DON'T JUST WANT TO BUY WINE - THEY WANT TO EXPERIENCE IT.

What are you doing to get on the ride? Innovative, immersive, interactive, fun and memorable ideas. 15:30 Innovation Zone

THE KEY PRINCIPLES OF FOOD AND WINE PAIRING

12:00 Education Zone

EXTREME TASTING CHALLENGE

Pick up your entry form in the lobby

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

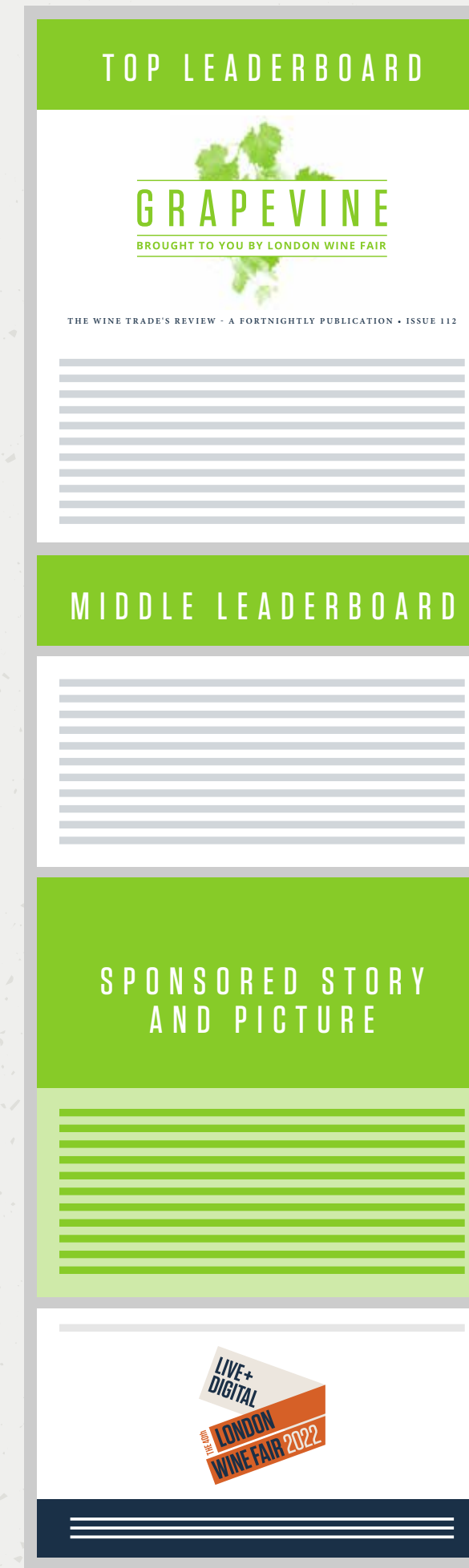
120x156mm

£450+vat

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

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



TOP LEADERBOARD

600x120px - £1,250+vat

MIDDLE LEADERBOARD

600x120px - £875+vat

SPONSORED STORY

£1,500+vat

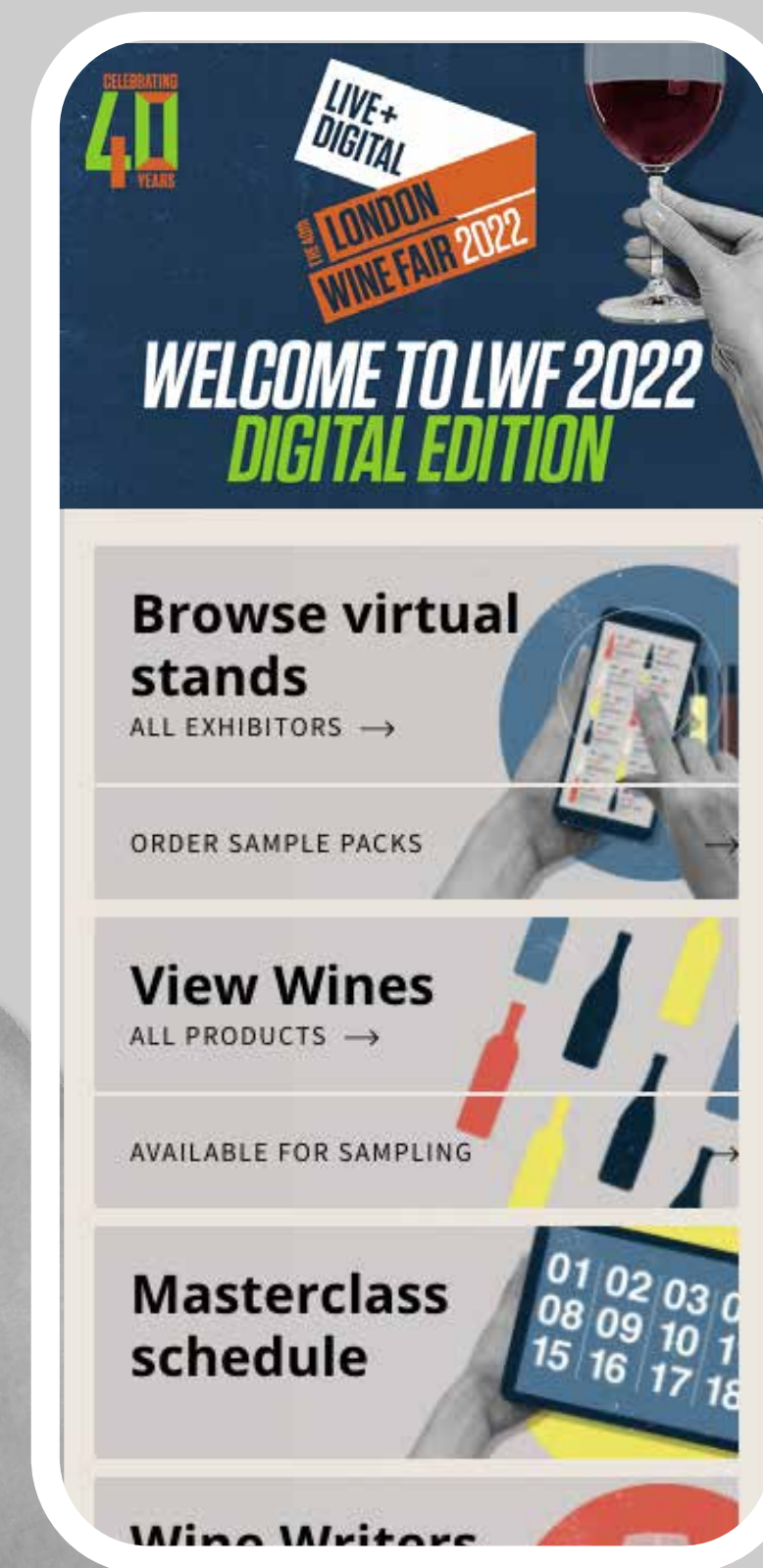
TAKEOVER

£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

LWF TEAM

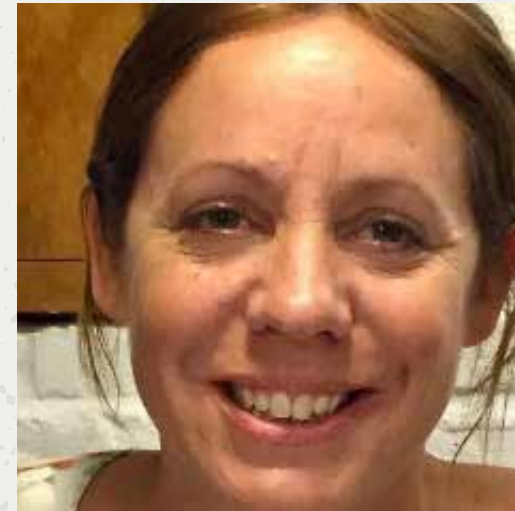


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