



SPECIALITY
& FINE FOOD FAIR

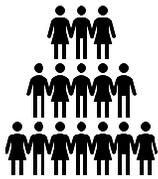
**The UK's leading showcase of
fine food and drink**
Post show report 2019

1895 **MONTGOMERY GROUP**
FOOD, DRINK & HOSPITALITY

Introduction

Wherever you turned at Speciality & Fine Food Fair 2019, you were sure to encounter some of the finest quality food and drink products, attractions, tasting sessions and workshops.

Whether it was the craft and artisan products on display from our producers, or the chefs and speakers providing outstanding free-to-attend content our audience of buyers from retail, hospitality and distribution sectors were impressed with the offering.



10,000 visitors



700 producers



92% of visitors are looking to source new products

“

Fantastic Buzz. With all the media focussing on Brexit, I didn't know what to expect, but it has been exceptional. Great vibe. Some great new leads and quality visitors. I am confident we will have some excellent business opportunities from this show.

– Maria Whitehead MBE, Director, Hawkshead Relish

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Our Audience

79% Purchasing Authority (2% increase from 2018). We don't allow students in the Fair and ask for proof of business from our attendees.

20% of our audience have a purchasing authority of **£1million upwards**.

40% of our audience were **visiting the Fair for the first time** cementing our position as the market leading event to source premium food & drink.

21% Retail Buyers: Multiples, Delicatessens, Food Halls and Independent Retailers.

27% Hospitality & Foodservice Buyers: Caterers, Restaurants, Hoteliers, Cafes, Pubs & Bars.

15% Wholesale Buyers: Importers, Distributors, and Wholesalers of Speciality products.

Our visitors also include Chefs, Government Bodies, Manufacturers, Trade Press and National Journalists.

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Speciality & Fine Food Fair is critical to Macknade as a whole, not only to understand the flows and trends of our industry, but to find new products and engage with our suppliers and peers...the independent sector can be dangerously insular and so taking the time out to lose yourself in an event like Speciality & Fine Food Fair is absolutely essential.

– Stefano Cuomo, Director, Macknade Fine Foods

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Most sought after products...



“

Great place to catch up with existing customers as well as picking up new interest. One of our “must attend” shows in the year..

– Peter Whiting, Managing Director, Beech’s Confectionary Group

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Our visitors included buyers from...

Bayley & Sage
Fortnum & Mason
Harvey Nichols
Marks & Spencer
Planet Organic
Carluccio's
Paxton & Whitfield
Whole Foods Market
Historic Royal Palaces
Abel & Cole
Sourced Market
Wimbledon Tennis Club
Marriott Hotels
National Trust
Amazon
The Gog Farm Shop
Benugo
Selfridges
Harrods
John Lewis
Costco Wholesale

Hilton Hotels
Ocado
Sainsbury's
Macknade Fine Food
The Duty Free Shops
DiSotto Foods Ltd
Springvale Foods
Holland America Line Cruises
Harrods
Cobbs Farm Shop
Partridges
Fenwicks
Waitrose
Compton McRae Farm Shop
The British Museum Company
Hider Foods
Tree of Life
Harvey & Brockless
Soho House Group
Daylesford Organic
Divertimenti





Pre-Fair Marketing

Social Media: Our social channels have a combined reach of 20,000+ contacts. In 2019 we ran a targeted PPC campaign to reach out to new and relevant industry contacts.

Email: A targeted email campaign highlighted the innovative products buyers could expect to find at the Fair and was received by 80,000 contacts from retail, hospitality and wholesale.

Online: Our website receives a steady stream of traffic, with around 25,000 + users a month thanks to online ads, our blog content and partner emails. After the homepage, the exhibitor list ranks as the highest viewed page throughout the campaign.

Print: We also ran a comprehensive offline campaign, including a curated Fair Preview that is mailed to 15,000 qualified buyers.

Press: We placed articles in over 40 trade media outlets including The Caterer, Speciality Food Magazine, Bar Magazine and Fine Food Digest, reaching a total circulation of 150,000+.

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Always an excellent show! We've been a part of the Fair many times now and are never disappointed in the quality of buyers we meet.

– Alison Lilly, Director, Lillypuds Ltd

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What the industry says...

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BRILLIANT. Saw exactly who we wanted to see in the off trade, finally put my face to the 3000 emails I send every week. We saw Sainsbury's, Ocado, Harvey Nichols, Compass, Diverse, Cotswold Fair and more... will definitely be booking again next year.

– Eddy Dallas,
Co-Founder, Freestar

“
This was our first experience at Speciality & Fine Food Fair and it surpassed all of our expectations! I've met some great people and it has been so worthwhile visiting.

– Colin Upton, Partner,
The Whitby Deli

“
We thoroughly enjoy attending the Speciality & Fine Food Fair as it offers a broad and carefully curated range of suppliers from organic to artisan and innovative start-up's.

– Sophie Davies, Fresh Foods Buyer, Planet Organic

“
Great – lots of good contacts and we will definitely be back next year!

– Patrick van der Peet,
Co-Founder, The Amsterdam Craft Gin Company

“
We first met our US importer when he came by our stand – in just under 4 years from our first meeting at the show our beetroot ketchups are now listed in 1,000 Walmart stores nationally across the USA.

– Frankie Fox, Co-Founder,
The Foraging Fox

“
What struck me was the number of really interesting, delicious, well thought out, young foodie start-ups who were a joy to meet and a real testament to how exciting our industry has become.

– Sam Rosen-Nash, Buyer,
Fortum & Mason

“
The Fair was very well-organised. Lots of interesting products displaying and passionate people representing the products. We definitely look forward to returning to this Fair.

– William Huyghe, Key Account Co-Ordinator, Butcher's Craft

“
Excellent venue; good atmosphere; lots of visitors; valuable contacts; B2B meetings and overall good value for money.

– Vladimir Miladinovic,
Owner & Director, Food Concept Serbia

Our event team is committed to helping you explore new markets and discover potential customers.

We'd love to tell you more about the Fair and how it could help you grow your business.

Thank you



For more information, please contact

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