



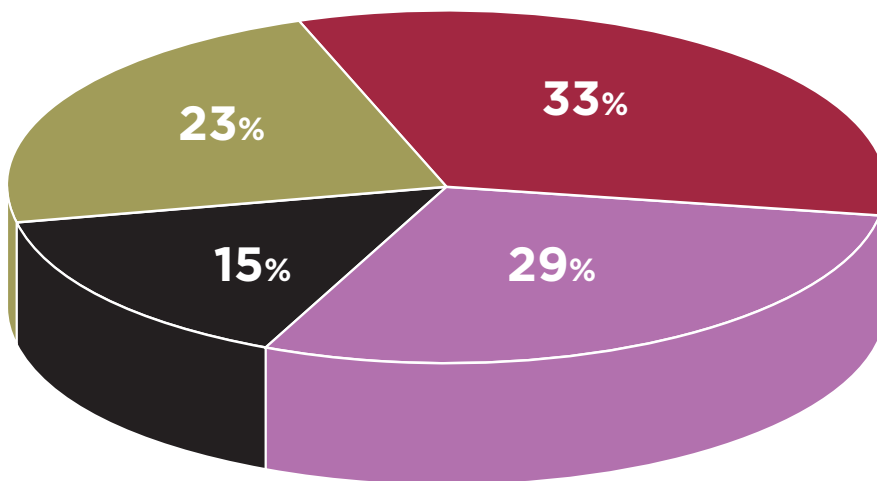
2016 STATISTICS

YOUR ROUTE TO THE UK FOOD AND DRINK MARKET

Why the UK?

The UK is the most innovative grocery retail market in Europe. Even in tough economic times British consumers are keen to experiment, seek out convenient solutions and authentic specialities, and are prepared to pay for quality. Value means more profitable partnerships with UK retailers.

VISITOR BREAKDOWN:



Wholesale & Grocery

23% of visitors were buyers representing both small and large-scale wholesale grocery operations from across the UK, including: Tesco, Morrisons, Booker Wholesale, Spar, Costco Wholesale, Fortnum & Mason and Waitrose.

Speciality retail

15% of visitors were from the speciality retail market giving you access to decision makers from: farm shops, delicatessens, garden centres, speciality food halls, butcheries and bakeries.

Foodservice

33% of visitors were key foodservice buyers from independent cafés, coffee shops, cost sector caterers, large restaurants and hotel chains, including: Bestway, Greggs, British Airways, Sodexo and Whitbread.

Manufacturing

29% of visitors were from the manufacturing sector looking to source ingredients, packaging, equipment and services, including: Kraft Heinz, Nestle, Kerry Foods, Dairy Crest, Hovis and Britvic.

SNAPSHOT OF THE UK MARKET

- The UK food & drink industry is worth £201 billion
- The UK food & drink retail market consists of over 79,500 sites
- Imported food & drink accounts for £39 billion of the UK industry

Source: Department for Environmental Food & Rural Affairs - Food Statistics Pocketbook 2016

Why Food & Drink Expo?

Food & Drink Expo is the UK's largest food and drink trade event in 2018.

- **Generate sales leads**
- **Meet key decision makers**
- **All food and drink sectors covered**

In association with:

The Grocer

Find out how you can be part of Food & Drink Expo 2018 by emailing mat.rose@wrbm.com or calling **01293 846506**



2016 STATISTICS

WEBSITE ACTIVITY

Report of general site usage three months before Food & Drink Expo

55,378

Unique users:
number of unique individuals



38,771

Sessions:
number of visits on site



179,918

Total number of pages viewed



VISITORS

"There were some well-represented brands at the show and it was definitely worth visiting; it was a great experience."

Ian Pomfret, UK Tech Manager,
Chaucer Foods UK

"The show was good fun and went really well for us. It was very useful and definitely worth my time as I had the chance to meet new businesses."

John Blackburn, Associate Director,
Parker White



TWITTER ACTIVITY

26.2K +

Followers as of October 2016



1,964,221

Twitter reach for the
@FoodDrinkExpo twitter account
and hashtag #FDE2016



EXHIBITORS

"There was a noticeable amount of interest on our stand and it was 100% worthwhile exhibiting at the show! We currently exhibit at four shows a year and this is definitely one of the best. By the second day we had already had around 20 orders of our new products."

Ryan Abault, Sales Manager,
Hip Pops

"We come to Food & Drink Expo because it's one of the best shows in Europe, let alone the UK! For anyone in the food & drink industry in the UK this is the place to be"

Tony Goodman, CEO,
Ten Acre

"This is our first exhibition in the UK we have travelled from Hong Kong. We are very happy with the quality of buyers we have met and the service we have received. We expect to convert business from this event and we plan to return in 2018."

Titus Ho, Ledlord Bakery

CO-LOCATED SHOWS

Food & Drink Expo 2018 is co-located with three other major UK trade events:



FULL MEDIA SUPPORT

Food & Drink Expo is supported by key industry media titles and associations including:

