



# WHERE DRINKS MEAN BUSINESS...

The UK's largest on-trade show for wine, beer, cider, spirits, alcohol-free drinks, snacks and on-trade products

**9,504**

ABC AUDITED VISITORS

Imbibe Live is the innovative and interactive annual exhibition for anyone who sources, buys or serves drinks in the licensed on-trade.

## BUYING POWER & INFLUENCE

**74%**  
Spirits & Mixers

**51%**  
Furniture/ equipment

**68%**  
Wine & Champagne

**48%**  
Technology

**70%**  
Beer & Cider

**51%**  
Tea & Coffee

**65%**  
Soft Drinks

**49%**  
Snacks

## 300+ EXHIBITORS AND OVER 1,000 PRODUCERS INCLUDING...

Amathus Drinks PLC | Bibendum | Fentimans | Fever Tree | Fields, Morris & Verdin | Four Fox Saké | Hattingley Valley | Havn Spirits | Hofmeister | Jameson | Kettle Chips | Moët Hennessy | Cask | Brown Foreman | Spirit Cartel | MemSec EPOS | Neptune Rum | Pol Roger | Real Kombucha | Speciality Brands | Yeastie Boys | Zerodegrees and many, many more...

## VISITORS INCLUDING:

**OWNERS/PROPRIETORS**  
**DIRECTORS/MDs/CEOs**  
**BAR/RESTAURANT/HOTEL MANAGERS**  
**F&B MANAGERS BARTENDERS**  
**SOMMELIERS**

## SENIOR BUYERS FROM...

### Bars & Pubs

London Cocktail Club, Mothership, The Pig, Meat Liquor, ETM Group, Mitchells & Butlers, Youngs, Hippo Inns

### Hotels

Mandarin Oriental, The Savoy, The Edgbaston, Macdonald Hotels, Accor Group, Ace Hotel, Salcombe Harbour Hotel


### Restaurants

Dishoom, D&D London, Barrafinna, MASH, Hawksmoor, HIX Restaurants, Inception Group, Gondola Group

### Clubs

Deltic Group, The Hospital Club, Arts Club, Ministry of Sound, The Groucho Club

## SOCIAL MEDIA

 **29,000**

 **16,000**

 **7,500**

 **5,000**

### @OldBakeryGin

Thank you @imbibeuk for having us newbies. Made some amazing contacts and got orders from some fantastic bars.

### @\_thefosterkid\_

Imbibe Live you've been a blast. Met so many amazing people and had such fantastic feedback on our product/brand. Can't wait for next year. @lindoresabbeydistillery

## DON'T JUST TAKE OUR WORD FOR IT...

"Year on year it just keeps getting better. It's great to see some smaller independent brands getting some visibility as well."

**Mario Matos, Brand Development, Halewood Wines and Spirits**

"A lot of people use Imbibe Live as an opportunity to launch their product. We don't do many trade events so we just do the ones that best work for us and Imbibe Live definitely does that."

**Oliver Hilton-Johnson, Director and Sake Specialist, Tengu Sake**

## COSTS

**Space only: from £440/m<sup>2</sup>**

Includes: allocations of ice and water each day

**Shell scheme: £467m<sup>2</sup>**

Includes: Stand walls, muslin roof, carpet, name boards, allocations of ice and water each day

**Plug + Play options from £649**

- Hop & Apple Bar
- Wine Bar
- Spirit Showcase

(All prices excl VAT)

## CONTACT US

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