



Foreign Agricultural Service

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## **United Kingdom**

### **Promotion Opportunities**

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**2002**

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#### **Report Highlights:**

**This report gives details of trade shows and other marketing opportunities which may help US companies enter or increase sales within the UK market.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
London [UK1], UK

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**Disclaimer:**

*The promotional activities listed are provided for informational purposes only. The views regarding trade shows expressed in this report are intended to illustrate the general effectiveness of participation for U.S. companies. It must be noted that there will always be exceptions depending on the product in question. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.*

**TIMETABLE OF UK TRADE SHOWS**

<b>2003</b>	
Jan 20-23	Hospitality Week, NEC, Birmingham
Mar 9-11	National Food & Meat Exbn, G-Mex Centre, Manchester
Mar 17-18	Wine Scotland, SECC, Glasgow
Mar 17-20	Scothot, SECC, Glasgow
Mar 23-26	IFE 2003, ExCeL, London
Apr 6-7	Natural Products Show, Olympia, London
May 20-22	London Intl. Wine & Spirits Fair, ExCeL, London
Jun 3-4	Bar Industry Trade Show, Earls Court, London
Sep 15-17	Restaurant Show, Olympia, London
<b>2004</b>	
Feb 23-27	Hotelympia, ExCeL, London
Mar 14-17	Food & Drink Expo, NEC, Birmingham
Apr 4-5	Natural Products Show, Olympia, London
Apr 27-29	Int. Food, Drink & Catering Exbn, Kings Hall, Belfast

**SECTION I. TRADE SHOWS**

The following shows have been chosen for their broad appeal to U.S. companies. There may be other shows listed in the above table which are of interest to you. Please contact USDA London using the contact details given on page 6 of this report for further information on trade shows which are not highlighted below.

**2003**

Mar 23-26     **USDA ENDORSED SHOW - IFE 2003** - International Food & Drink Exhibition, ExCeL Docklands, London  
Contact: U.S. agent - Reed Exhibitions, Mr. Zach Grashow Tel: (203) 840-5313  
Fax: (203) 840-9313 E-mail: zgrashow@reedexpo.com  
UK show organizer - Fresh RM, Ms. Zoe Cano Tel: 011 44 20 7886 3000  
Fax: 011 44 20 7886 3001 Web site: www.ife.co.uk

IFE is the UK's leading food and drink trade exhibition. It covers the retail, foodservice and wholesale sectors. There are designated areas within the show for organic and specialty foods, and for the first time The Authentic Ethnic Food Market show will be co-located together with IFE. The IFE is a biennial event and for your information the IFE 2001 attracted 25,000 visitors, with 12% attendance from international (mainly other European) buyers.

The U.S. Pavilion is a well-known feature of the IFE show and consists of around 25-35 U.S. company exhibitors. This is a USDA endorsed show based on its reputation for attracting UK buyers from key sectors of interest to U.S. companies - importers, retailers and foodservice buyers. It is particularly useful for new-to-market companies with shelf-stable or frozen grocery products. Participation in the U.S. Pavilion provides added benefits to the U.S. company with the provision of business lounge, and FAS/USDA staff on hand to ensure contacts are made and arrangements smooth. USDA London will hold a reception for U.S. Pavilion participants to facilitate contact with the UK trade.

April 6-7     **Natural Products Europe**, Olympia, London  
Contact: Full Moon Communications Ltd, Mr. Chris Down  
Tel: 011 44 1903 817305 Fax: 011 44 1903 817318  
E-mail: cdown@naturalproducts.co.uk Web site: www.naturalproducts.co.uk

This will be the sixth event for Natural Products Europe. In response to the UK consumers' increasing interest in all things natural/organic and in healthy eating/living in general, Natural Products Europe has grown from a small show held in a hotel conference venue, to the Grand Hall, Olympia, London.

This is a show to reach UK buyers from health/natural food stores, independent grocers and multiple retailers wishing to source natural/organic food products. The show also covers vitamins, supplements, sports products, herbal remedies, alternative therapies, etc. The show is predominately useful for U.S. companies specifically targeting the health/natural food store market and wishing to find an importer covering this area of distribution.

May 20-22     **London International Wine & Spirits Trade Fair**, ExCeL, London  
Contact: Brintex Ltd   Tel: 011 44 20 7973 6401 Fax: 011 44 20 7233 5054  
Web site: [www.londonwinefair.com](http://www.londonwinefair.com)   E-mail: [brintex@hemming-group.co.uk](mailto:brintex@hemming-group.co.uk)

Billed as arguably the most important annual trade exhibition in the world for the wine and spirits business, the London International Wine Trade Fair has been running for nineteen years. Exhibiting at this show gives exposure to UK buyers for both the on-trade (restaurants, hotels, pubs, etc.) and the off-trade (supermarkets, retail off-license chains, independent off-licenses, etc.). Around 800 exhibitors participate, representing every major wine producing nation. Should you have wine from California to promote, there is normally a pavilion organized by the Wine Institute of California at this event. Further details can be obtained from:

Wine Institute of California, Vigilant House, 120 Wilton Road London SW1V 1JZ  
Tel: +44 20 7630 9101   Fax: +44 20 7630 9346   E-mail: [california.wine@virgin.net](mailto:california.wine@virgin.net)  
Contact: Mr. John McLaren/Ms. Venla Freeman

Oct 8-9        **Organex**, Earls Court 2, London  
Contact: Tarsus Organex Ltd  
Tel: 011 44 1494 730677   Fax: 011 44 1494 730688  
Web site: [www.organex.net](http://www.organex.net)

Organex, formerly V&O Expo, is the UK's only trade show dedicated solely to organic food and drink products. The show includes a featured area for organic ingredients to cater for those UK manufacturers trying to find organic ingredients to complete a composite organic product. Also, a vegetarian showcase to highlight the growing market of meat free food. The organizers aim to attract the major multiple retail buyers as well as buyers from the health and wholefood trade.

**SECTION II. RETAIL IN-STORE PROMOTIONS****Selfridges Food Hall California Promotion May 2002**

Selfridges London food hall has become something of a landmark and rivals the best in the world. It stocks an extensive range of high quality foods, and showcases specialty and imported products. Selfridges currently has 130 American product lines. For the last two years Selfridges has run a store-wide month-long promotion in the month of May. These promotions (2002 Bollywood and 2001 Tokyo Life) have been a phenomenal success for their cutting edge and theatrical style. As part of the May 2003 promotion, the food hall will be taking a California theme.

We would like to encourage California brands to participate and new-to-market California companies to try and get their products listed at this time. Selfridges personnel will be visiting California in January and possibly one other time before May 2003 and would like to hear from California companies who would be interested in working with them. Within the month-long event marketing opportunities are available such as in-store sampling, aisle & window displays and sponsorship of an in-store California restaurant.

For further information please contact Jennie Jones at USDA London Tel: +44 20 7894 0040 and E-mail: JonesJE@fas.usda.gov

**SUSTA In-store promotion(s)**

USDA London is working in conjunction with the Southern United States Trade Association (SUSTA) on setting up an in-store promotion (or more than one promotion) with UK retail outlets. The plan is to use in-store promotion to launch new Southern food and drink products into the UK market. If you are a US company located within the Southern US region (see list of states below) and would like to get involved, please contact either of the following project managers:

Susan Giannasi, Virginia Dept of Agriculture  
Tel: (804) 371 8993 E-mail: sgiannasi@@vdacs.state.va.us

Theresa Brophy, Maryland Dept of Agriculture  
Tel: (410) 841 5770 E-mail: BrophyT@mda.state.md.us

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### **SECTION III. HOTEL, RESTAURANT, INSTITUTIONAL PROMOTIONS**

#### **SUSTA HRI Sector Promotion**

USDA London is working in conjunction with the Southern United States Trade Association (SUSTA) on setting up an HRI sector promotion with a UK restaurant/pub chain. The plan is to use a menu promotion to launch new Southern food and drink products into the UK catering market. If you are a US company located within the Southern US region (see list of states on next page) and would like to get involved, please contact either of the following project managers:

Susan Giannasi, Virginia Dept of Agriculture  
Tel: (804) 371 8993 E-mail: [sgiannasi@@vdacs.state.va.us](mailto:sgiannasi@@vdacs.state.va.us)

Theresa Brophy, Maryland Dept of Agriculture  
Tel: (410) 841 5770 E-mail: [BrophyT@mda.state.md.us](mailto:BrophyT@mda.state.md.us)

### **SECTION IV. OTHER PROMOTIONAL ACTIVITIES**

#### **US Embassy Digital Video Conferencing Facility**

USDA London has access to a Digital Video Conferencing (DVC) facility located within the London Embassy. This is a very useful tool for US companies to talk face-to-face with British importers without the expense of traveling to the UK. This would be useful to you if you are currently in talks with a UK importer or wish to initiate talks with a UK importer.

You must also have access to a DVC facility near you - often the local Commerce Dept or Agriculture Dept will have this facility. There is normally a room hire fee, and the cost of the telephone call will also be payable.

If you would like to make use of this technology, please contact USDA London on Tel: +44 20 7894 0040 or e-mail: [AgLondon@fas.usda.gov](mailto:AgLondon@fas.usda.gov)

## **Regional Resources**

Why not check with your State Regional Trade Group for promotional opportunities in the UK and other export markets? Look out for information on the Generic and Branded Market Access Program (MAP).

Contact the organization which covers the state in which your main office is located:

**Food Export USA - Northeast (Formerly EUSAFEC)**      [www.foodexportusa.org](http://www.foodexportusa.org)

Member States: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont.

**Mid-America International Agri-Trade Council (MIATCO)**      [www.miatco.org](http://www.miatco.org)

Member States: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Wisconsin, North Dakota, South Dakota.

**Southern United States Trade Association (SUSTA)**      [www.susta.org](http://www.susta.org)

Member States: Puerto Rico, Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North and South Carolina, Oklahoma, Tennessee, Texas, Virginia, West Virginia.

**Western United States Agricultural Trade Association (WUSATA)**      [www.wusata.org](http://www.wusata.org)

Member States: Alaska, American Samoa, Guam, California, Colorado, Hawaii, Utah, Idaho, Montana, New Mexico, Oregon, Washington, Wyoming.

## **SECTION V. POST CONTACT INFORMATION**

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