



Foreign Agricultural Service

GAIN Report

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Promotion Opportunities Report

Approved by: Michael Conlon, Agricultural Attache

Prepared by: Jennifer Jones, Agricultural Marketing Specialist

With a view to ensuring effective and targeted promotion for U.S. companies, this report reviews the relative merits of UK food trade shows and other promotional opportunities open to U.S. companies in the next 12-18 months.

Includes PSD changes:NO
Includes Trade Matrix:NO

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None known at this time

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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.

SECTION I. TRADE SHOWS**2000**

Mar 19-22 **Food & Drink Expo**, NEC, Birmingham
Contact: Miller Freeman Tel: +44 (0) 20 8742 2828 Fax: +44 (0) 20 8747 3856
Web site: www.foodanddrinkexpo.co.uk

This is a biennial event taking place in alternate years to IFE - International Food & Drink Exhibition. It comprises four shows within one - The Retail Fair, The Catering Fair, The International Fresh Produce Fair and The Ingredients Fair. It is run in conjunction with three other shows - Food & Bake, The Convenience Retailing Show (targeted at gas forecourts, etc.) and Foodex Meatex. This co-location serves as a bigger draw to visitors, which numbered 23,068 in 1998.

Analysis of visitors to Food & Drink Expo 1998 shows the major group of attendees as multiple retailers/supermarkets, restaurants/fast food outlets/cafes, manufacturers and importers/exporters/brokers. From the figures for 1998, the show appears to have a slight bias to the foodservice sector in that 38% of visitors in 1998 cited The Catering Fair as being of primary interest, with 31% predominately interested in The Retail Fair.

Food & Drink Expo is particularly beneficial to U.S. companies who have already found a UK importer, as it serves well in furthering distribution within the UK. However, it is increasingly good for locating an importer.

Apr 4-6 **IFE Scotland** - International Food & Drink Exhibition, SECC, Glasgow
Contact: Fresh RM Tel: +44 (0) 20 7886 3000 Fax: +44 (0) 20 7886 3001
Web site: www.ife.co.uk

This is the first year for IFE Scotland. It will be a smaller, regional show stylized on the main IFE concept. Useful for furthering distribution in the North of England and Scotland.

April 15-16 **Natural Products Europe**, Olympia, London
Contact: Full Moon Communications Ltd Tel: +44 (0) 1903 817301
Fax: +44 (0)1903 817311 Web site: www.naturalproducts.co.uk

This is the fourth year 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 (for the first time this year) 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.

April 25-28 **Pub, Club & Leisure Show**, Olympia, London
Contact: Pub, Club & Leisure Show Ltd
Tel: +44 (0) 1753 748020 Fax: +44 (0) 1753 793593

This show is ideal for those U.S. companies wishing to focus their product distribution towards the foodservice trade associated with the leisure industry. The exhibits include catering equipment, furniture, furnishings, tableware, entertainment products, as well as food and beverages. The UK pub is increasingly a dining out experience as well as a social drinking one. Exhibiting products such as alcoholic and soft beverages, tex-mex foods, barbecue/hot sauces, desserts/gateaux and salty snacks aimed at the pub trade should fare well. The visitor profile of the show includes personnel from UK pubs, pub chains, breweries, restaurants, hotel chains, café/theme bars and sports & leisure clubs.

May 16-18 **London International Wine Trade Fair**, Olympia, London
Contact: Brintex Ltd Tel: +44 (0) 20 7973 6401 Fax: +44 (0) 20 7233 5056
Web site: www.londonwinefair.com

Billed as arguably the most important annual trade exhibition for the wine and spirits business, the London International Wine Trade Fair has been running for eighteen 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 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
Contact: Mr. John McLaren/Ms. Venla Freeman

June 6-8 **IFE Speciality Food Show**, Olympia, London
Contact: Fresh RM Tel: +44 (0) 20 7886 3000 Fax: +44 (0) 20 7886 3001
Web site: www.ife.co.uk

This is a new biennial show in the IFE portfolio dedicated to gourmet food and drink. This show was born out of the success of a designated specialty area within the main IFE show. It's successful marketability demonstrates the UK consumer demand for high quality food products which are sophisticated and luxurious. The visitor targets include traditional food halls, delicatessens, and high end grocery buyers in the retail, foodservice and wholesale sectors. This show is useful to find buyers for predominantly small volumes of high end product.

June 11-13 **Ethnic Food Show**, NEC, Birmingham
Contact: Fresh RM Tel: +44 (0) 20 7886 3000 Fax: +44 (0) 20 7886 3001
Web site: www.freshrm.co.uk

U.S. companies with Chinese, Indian, Caribbean, Cajun/Creole, Tex-Mex and Kosher products will find this show a useful forum for gaining further distribution in the UK market. The 2000 event will be the UK's third Ethnic Food Show, and is expected to include 250 exhibitors and attract 8,000 catering, retail and wholesale buyers. The Birmingham location, with its relatively high population of Asians, gives the show a slightly regional focus. It is more beneficial to have already found a UK importer before exhibiting at this show. Please note, for the first time this year, there is a London alternative to this show in September 2000.

June 25-26 **Fine Food Fair 2000 & Conference**, Novotel Hammersmith, London
Fine Food Fairs Ltd Tel: +44 (0) 1963 371271 Fax: +44 (0) 1963 371270
E-mail: bob.farrand@btinternet.com

Geared to small producers/cottage type industries, this show is designed to showcase specialty food to UK delicatessens, food halls and fine food stores. It is aimed to be affordable for the smaller company, with the option of just 2x1 meter stands for a very reasonable amount of money. The show was launched by The Guild of Fine Food Retailers in July 1996 and has evolved annually to include a conference which attracts a high caliber of visitor. The show may prove useful for exporters to meet contacts from up-market UK retail outlets, and exploring possibility of sending smaller orders in consolidated shipments with other U.S. companies.

Sept 24-26 **Ethnic Food London 2000**, Olympia, London
Contact: Fresh RM Tel: +44 (0) 20 7886 3000 Fax: +44 (0) 20 7886 3001
Web site: www.freshrm.co.uk

Ethnic Food London is an exciting new exhibition for suppliers of ethnic food and drink looking to meet buyers in London and the South East of England. Over 150 manufacturers are expected to display authentic food and drink products and equipment for the hospitality trade. Visitors are likely to be purchasers and specifiers of ethnic products from the catering, retail and wholesale sectors in London and the South East, with a strong focus on the independent sector. Please also see notes under the section for Ethnic Show Birmingham, June 2000.

Oct 11-12 **Organex**, Olympia, London Contact: Tarsus Organics Ltd
Tel: +44 (0) 1494 714800 Fax: +44 (0) 1494 714513

Organex, formerly V&O Expo, is the UK's only trade show dedicated solely to organic food and drink products. V&O Expo previously ran successfully for two years at a smaller venue and has grown into Organex to be held in the larger Olympia venue. 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 predominantly major multiple retail buyers at this year's event.

Oct 29-31 **Quick Service Catering Show**, Olympia, London

Quick Service Catering is a new and dynamic show for a rapidly growing area of the UK foodservice market - the fast food sector. The projected 10,000 buyers will include personnel from catering franchises, burger bars, cinemas, contract caterers, snack/sandwich bars, vending operators, gas forecourts and leisure centers. This is the only UK trade show to cater for the "QSR" sector. The organizer also publishes a magazine called Quick Service Catering which is a very informative publication showing real insight into this young and growing market. Given the show organizer's obvious experience in this market, the event promises to deliver all that it sets out to do and more.

2001

Mar 25-28 **USDA ENDORSED SHOW - IFE 2001** - International Food & Drink Exhibition, Excel Docklands, London

Contact: James Murray, Fresh RM Tel: +44 (0) 20 7886 3000

Fax: +44 (0) 20 7886 3001 Web site: www.ife.co.uk

IFE is the UK's leading food and drink trade exhibition. The next event in March 2001 promises to be bigger and better with the plan to hold it, at the soon to be completed, state-of-the-art, Excel Docklands Exhibition Centre. IFE '99 attracted 38,000 visitors, with 11% attendance from overseas buyers. The biennial event includes a U.S. Pavilion which normally has around 25-30 U.S. companies participating. There is also an Organic Pavilion and Specialty Foods section. This is a USDA endorsed show on account of 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 staff on hand to ensure contacts are made and arrangements smooth.

Nov 5-7 **FIE 2001** - Food Ingredients Europe, London

For U.S. Pavilion contact Miller Freeman's U.S. agents:

T& G Food Ingredients Tel: (001) 847 635 9960 Fax: (001) 847 635 6801

E-mail: tgingred@aol.com

FIE - Food Ingredients Europe is a rotating show through Paris, Frankfurt and London. The last FIE took place in 1997, and was a great success for the 40 U.S. companies who exhibited on the U.S. Pavilion. This show really focuses on the colors, flavors, emulsifiers, stabilizers, and other raw ingredients market, and attracts quality buyers from both the considerable UK manufacturing market and from around Europe.

SECTION II. RETAIL IN-STORE PROMOTIONS

Harrods Thanksgiving Promotion November 2000

Harrods - the famous London department store is planning a U.S. in-store promotion for Thanksgiving. Harrods is pre-selecting a range of U.S. products to be featured for 2-3 weeks starting from the beginning of November 2000, with the possibility of line retention depending on sales. This promotion is open to all U.S. companies and is coordinated through the State Regional Trade Groups - WUSATA, SUSTA, MIATCO and FoodExport USA Northeast (formerly EUSAFEC). U.S. companies wishing to explore this promotional opportunity should contact:

Ms. Vel Vengco, Director of Export Development, FoodExport USA Northeast

Tel: (215) 829-9111 Fax: (215) 829 9777 E-mail: evengco@foodexportusa.org

SECTION III. HOTEL, RESTAURANT, INSTITUTIONAL PROMOTIONS

There are no known events at this time.

SECTION IV. OTHER PROMOTIONAL ACTIVITIES

Waitrose Magazine American Supplement July 2000

Waitrose, the up-scale supermarket grocery chain with 120 stores predominately in the South East of England, has recently joined forces with Food Illustrated magazine to bring an attractive magazine offering to its customers. The magazine is available for purchase within Waitrose stores and larger stationery chains such as W.H. Smith. The USDA London office is coordinating a 30 page American supplement to the July issue of Waitrose Food Illustrated magazine entitled "Journey Across America". There is also the likelihood of an in-store promotion linked to the July 4 holiday.

This may be of interest to Cooperators, State Departments of Agriculture and State Regional Trade Associations for generic advertising of their area. It is also open to U.S. companies whose products are already being sold in Waitrose. Costs are to be shared equally among participants and are in the region of \$5,000 per page.

Please contact Michael Conlon at: ConlonM@fas.usda.gov , or Tel: +44 20 7408 8040
Fax: +44 20 7408 8031 if you are interested in receiving more information.

SECTION V. POST CONTACT INFORMATION

Jennifer Jones
Agricultural Marketing Specialist
U.S. Department of Agriculture
U.S. Embassy
24 Grosvenor Square
London W1A 1AE
Tel: +44 20 7408 8040
Fax: +44 20 7408 8031
E-mail: JonesJE@fas.usda.gov