

# SPECIALITY

# &

## FINE FOOD FAIR

11-12 SEPT 2023

OLYMPIA  
LONDON

## ATTENDEE OVERVIEW

The UK's leading showcase of artisanal food & drink returns to Olympia London on 11-12 Sept 2023. The Fair is a second-to-none opportunity to launch new products, promote existing brands and connect with the industry. Read on for an overview of the 2022 edition.



500

Exhibitors



33

Countries  
Represented



40

Speakers



30

Seminar  
Sessions

81%

of attendees had direct  
purchasing authority

93%

of attendees intend to  
return in 2023

## INDUSTRY SECTOR

**31%** **Hospitality & Foodservice Buyers:** Caterers, Hoteliers, Restaurants, Cafés, Chefs, Pubs & Bars

**18%** **Retail Buyers:** Multiples, Delicatessens, Food Halls & Independent Retailers

**20%** **Wholesalers & Distributors:** Importers, Exporters, Distributors & Wholesalers of Speciality Products

Our visitors also include government bodies, start-up funds, trade press & manufacturers

## PRODUCT INTERESTS

- 17% Drinks
- 15% Snacks & Confectionery
- 13% Bakery
- 13% Grocery
- 12% Cheese & Dairy
- 10% Meat & Seafood
- 10% Ingredients
- 9% Prepared Food
- 1% Other

## ATTENDEES INCLUDED

FORTNUM  
& MASON  
EST 1707

NOBU

PAXTON &  
WHITFIELD  
LONDON. EST. 1797

OTTOLENGHI

KraftHeinz

— SINCE 2002 —  
APPETITE ME  
— Innovation Retail

COBBS

ENGLISH  
HERITAGE

SELFRIDGES & CO

Waitrose

PREMIER  
FOODS

Farmdrop

COTSWOLD  
FAYRE\*  
— EST 1999 —

WHOLE  
FOODS  
MARKET

virgin atlantic

NOT ON  
THE HIGH  
STREET  
.com

HAWKSMOOR

THE PIG

Harrods

EMPIRE  
BESPOKE  
FOODS

HARVEY  
NICHOLS

COMPASS  
GROUP

THE IVY  
COLLECTION

Van Hage  
garden centres

gousto

GAIL'S  
hampers.com  
bringing joy to gifting

M&S  
EST. 1884

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Speciality & Fine Food Fair continues to deliver year on year, with a strong selection of emerging brands, distributors and manufacturers. The 2022 event was well managed providing a good mix of exhibitors alongside additional talks and demos. I make time to visit each year.

**ASHLEY DAVIS**

**MANAGING DIRECTOR, LEON GROCERY**



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Speciality & Fine Food Fair is a fantastic event which we have attended for the last few years at hamper.com. It's a great way to catch up with the wonderful producers we already work with but to also find some new and exciting products to feature in our hampers in the future.

**BECKY TOOKEY**

**HEAD OF PRODUCT & MARKETING, HAMPERS.COM**



**SPECIALITY & FINE FOOD FAIR IS PROUD TO BE SUPPORTED BY**

**pub  
&  
bar**

**SPECIALITY FOOD**  
NEWS, COMMENT AND BUYING IDEAS FOR FINE FOOD RETAILERS

**Food & Drink**  
INTERNATIONAL



**DINE  
OUT.**

**Fine  
Food  
Digest**

**CONTRACT  
catering**  
MAGAZINE

**CAFÉ life**  
Magazine

**betterRetailing.com**

**BAKERY**  
BUSINESS

**garden**  
CENTRE CATERING

**FARM  
RETAIL**  
ASSOCIATION

**Coh..**

**Virgin  
START**

**WORLD  
CHARCUTERIE  
AWARDS**

**Virtual Cheese  
AWARDS**

**fd  
REVIEWS**



**CONTACT**

To find out more and book your stand,  
get in touch...

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**SPECIALITYANDFINEFOODFAIRS.CO.UK**

**#SFFF23**



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