



WHERE DRINKS MEAN BUSINESS...

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

11,923

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

80%
Spirits & Mixers

40%
Furniture/ equipment

75%
Wine & Champagne

48%
Technology

75%
Beer & Cider

55%
Tea & Coffee

67%
Soft Drinks

50%
Snacks

250+ EXHIBITORS AND OVER 1,000 PRODUCERS INCLUDING...

Auchentoshan, Bibendum, Boutinot, Britvic, Bulwark Cider, Carlsberg, Tayto Group, Darnley's Gin, Diageo, Drinkstuff, Eurowines, Fever-Tree, Freixenet, Fullers, Kettle Chips, Mangrove, Maxxium, Molson Coors

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 & Butler, Youngs, Atlantic 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

 **28,000**

 **15,000**

 **5,000**

@DarnleysFin

Fantastic couple of days with the team,
great chats with people and a lot of
love for the new #navystrength Gin.
#imbibelive #darnleysgin

@AmathusDrinks

What a show... a huge thank you to all
the #Amathus team, our producers &
everyone who came to visit our stand.
Until next year #ImbibeLive

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

"Wow what a fabulous show, we were
overwhelmed with visitors and great
feedback... we have a huge amount of
follow up and even some immediate
listings of our beer!"

**Zoe Howorth, Marketing Director,
Hofmeister**

"The number of people who came to
the stand was absolutely phenomenal,
we were blown away. We had a lot of
business interest from pub owners,
regional brewery chains and bar
managers."

**Neil Sturgess, Account Manager,
Tayto Group Limited**

COSTS

Space only: £429 per m²

Includes: allocations of ice
and water each day

Shell scheme: £455 per m²

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

Plug + Play options from £630

- Wine Bar
- Hop & Apple Bar
- The Pub

**Innovation Zone and Spirits
Showcase from £1,200**

CONTACT US

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Hop & Apple Bar



FURNITURE PACKAGE A

£400

- 2 x Chairs or stools (black or White)
- 1 x Table or bar table (black or White)
- 1 x Lockable cabinet (black or white)
- 1 x Literature rack (black or white)
 - 1 x Bin (black or white)
 - 1 x 500w socket
 - 2 x Spotlights

Wine bar



Innovation Zone

FURNITURE PACKAGE B

£440

- 3 x Chairs or stools (black or white)
- 1 x Table or bar table (black or white)
- 1 x Lockable cupboard (black or white)
- 1 x Literature rack (Black or white)
 - 1 x Bin (black or white)
 - 1 x 500w socket
 - 3 x Spotlights

The Pub



FURNITURE PACKAGE C

£670

- 3 x Chairs or stools (black or white)
- 1 x Table or bar table (black or white)
- 2 x Lockable cupboard (black or white)
 - 1 x Bar unit (black or white)
 - 1 x Bin (black or white)
 - 1 x 500w socket
 - 3 x Spotlights