



International Food & Drink Event

The ultimate business event for food & drink product discovery













Food Drink & **Hospitality Week**

30 March - 01 April 2026 Excel London

WWW.IFE.CO.UK #1FE26







The future of food & drink

IFE is the UK's largest and most influential event for food and drink product discovery and innovation. For over 40 years, IFE has offered unparalleled opportunities for brands to thrive, connect, and succeed in the UK market and beyond.

Taking place from 30 March - 01 April 2026 at Excel London, IFE, part of Food, Drink & Hospitality Week, will welcome 25,000 senior decision-makers from across retail, wholesale, import, export, and hospitality.



Priya Pankhania, Co-Founder, PrePear

30 March - 01 April 2026 Excel London



30 March - 01 April 2026 Excel London

Why exhibit at IFE?

25,000

Verified attendees across 5 co-located events in 2025 1,500 exhibitors

105

countries





Unrivalled exposure

With 25,000 verified attendees in one place, there's no better place to get your products in the hands of those with serious purchasing authority.



International reach

Are you thinking of exporting overseas? By exhibiting at IFE, you can expand your global footprint and tap into new markets. Gain invaluable knowledge on exporting and connect with industry leaders from the UK and beyond.



Brand visibility

Stand out in a crowded marketplace and elevate your brand's visibility. From exhibition space and sponsorship features to pre-event marketing opportunities, IFE offers a range of ways to showcase your brand and leave a lasting impression.



Business growth

Accelerate your business growth and drive sales with face-to-face interactions. 95% of professionals believe face-to-face networking is essential for long-term business relationships.



Industry recognition

Achieve unrivalled exposure and position your brand and company as industry leaders by exhibiting at IFE 2026.





Visitor Snapshot

36% WHOLESALE. DISTRIBUTION. **IMPORT & EXPORT**

20%

FOOD SERVICES & HOSPITALITY

RETAIL











15%

RETAIL







WHOLESALE & DISTRIBUTION















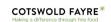
























































FOODSERVICE & HOSPITALITY























MANUFACTURING

































































































How your business can get involved in IFE

Not only does IFE give you the ultimate platform to showcase your products to leading decision makers, there's also a range of sponsorship opportunities to help your brand cut through the noise.

Feature Sponsor

Gain brand awareness by sponsoring one of our features on the show floor. Benefit from additional pre-event exposure and exclusive branding on the feature build.

Product Pitching

Have your products front and centre as part of the New Products Discovery Sessions at the New Products Discovery Theatre. A hive of activity for buyers!

Aisle Sampling

Drive additional traffic to your stand by having your staff roaming the aisles with your products.

Marketing Packages

Boost Package £3,000 +VAT

 \cdot 1 email spotlight \cdot 1 social media post \cdot priority app listing

Plus Package £1,500 +VAT

 \cdot 1 email spotlight \cdot 1 social media post

There's a range of different sponsorship and advertising packages available. Reach out to one of the team to find out more...

Stand Rates

- Space £514 per sqm +VAT
- Shell £614 per sqm +VAT
- Registration Fee £550 +VAT

"IFE has been really good, our stand has been super busy. The interaction and feedback on the products has been fantastic. We have spoken with buyers from Tesco and WHSmith as well as lots of other purchasing directors from wholesale & grocery retailers."

Jacob Edmonds, Sales Manager Torr FoodTech



"I attended IFE this year and





Contact the team today to find out how IFE can help your business succeed

Federico Dellafiore

Event Director Federico.Dellafiore@montgomerygroup.com

www.ife.co.uk

IFE is supported by







James Murray

#IFE26

International Sales Director







was very impressed with the balance of established and up-and-coming suppliers at the event. There was a good level of innovation on show and I walked away with a great number of viable leads, which is very pleasina."

Edward Morgan, Strategic Sourcing Manager UK & Ireland **Aramark**

