



International Food & Drink Event

The ultimate business event for
food & drink product discovery



PART OF

Food Drink &
Hospitality Week

30 March - 01 April 2026 Excel London

WWW.IFE.CO.UK

#IFE26



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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.



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"IFE 2025 has been amazing, especially as a relatively new brand. It's been incredible exposure, meeting other new brands and buyers. We were invited to speak with Tesco on Monday, and we've also had some fantastic Purchasing Directors and supermarket representatives visit the stand."

Priya Pankhania, Co-Founder, PrePear

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Why exhibit at IFE?

25,000

Verified attendees across
5 co-located events in 2025

1,500

exhibitors

105

countries

81%

attended to source new
products and suppliers

87%

of attendees have
purchasing authority



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.



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Visitor Snapshot

15%
RETAIL

36%
WHOLESALE,
DISTRIBUTION,
IMPORT &
EXPORT

20%
FOOD SERVICES
& HOSPITALITY

12%
MANUFACTURING

RETAIL



WHOLESALE & DISTRIBUTION



FOODSERVICE & HOSPITALITY



MANUFACTURING



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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

• 1 email spotlight • 1 social media post • priority app listing

Plus Package £1,500 +VAT

• 1 email spotlight • 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





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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

James Murray

International Sales Director

International@montgomerygroup.com

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"I attended IFE this year and 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 pleasing."

Edward Morgan, Strategic Sourcing
Manager UK & Ireland
Aramark

IFE is supported by



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