



# Join us at IFE London 2024

**MARCH 25-27, 2024**  
LONDON, UNITED KINGDOM  
EXCEL LONDON



## The UK's largest food & drink event

IFE is the **largest and most successful product sourcing platform** for senior buyers from across the retail, wholesale, distribution, import & export, and foodservice sectors.

**Higher demand** for U.S. consumer-oriented food & beverage products differentiates the UK from many of its European neighbors.

With its \$2.92 trillion GDP in 2021, **the UK is the United States' overall largest European market**, with U.S. consumer-oriented food & beverage products amounting to \$1.1 billion.

**27,000**  
**visitors** FROM 91 COUNTRIES  
AND REGIONS

**1,500**  
**exhibitors**

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

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# Join the USA Pavilion at IFE London 2024



## TOP REASONS TO EXHIBIT

- 1 IFE's action-packed show floor and dedicated buying audience boasts a collective spending power of £28.8 billion.
- 2 With the potential of a free trade agreement between the US and the UK, this is ideal timing to position your product in the UK market.
- 3 IFE is the only food and drink trade exhibition with UK government backing and support, making it the premier event for the UK F&B industry over the past 30+ years.
- 4 IFE is co-located with IFE Manufacturing, Hotel, Restaurant & Catering, and The Pub Show – accessing the entire UK food, drink, & hospitality supply chain.

## TOP PRODUCT INTERESTS



PLANT BASED  
& ORGANIC



JUICES & NON-ALCOHOLIC  
BEVERAGES



CONDIMENTS  
& SAUCES



FRUITS & VEGETABLES



TREE NUTS



SNACKS & CONFECTIONARY



ALCOHOLIC BEVERAGES

## MAJOR BUYERS PRESENT IN 2024



## UNITED KINGDOM MARKET FACTS

According to the Institute of Grocery Distribution, the UK food and grocery market is set to grow by 11.3% to **\$290 billion** between 2022 and 2027.

U.S. products remain in **high demand** by UK consumers. Strong market opportunities exist for specialty food products, food perceived as healthy, wine, sauces, fruit, nuts, and juices.

USA PAVILION ORGANIZED BY



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# Maximize Your ROI with the USA Pavilion at IFE London 2024



## You Focus on Business, We Handle the Rest



PRIME  
LOCATION



TURNKEY  
SOLUTIONS



EXPERT  
ASSISTANCE



USDA  
ENDORSED



ENHANCED  
VISIBILITY



FULL  
ACCESS



EXCLUSIVE  
SERVICES



MATCHMAKING

## Reserve Your Space!

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“IFE 2022 was an excellent launching platform for our brand. The exposure to key decision makers as well as the opportunity to gather general sentiment and the reception was great!”

— **BuzzBall**  
Cocktails

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