



International Food & Drink Event London 2025

London, United Kingdom
March 17-19, 2025

The International Food & Drink Event (IFE) stands as the UK's largest event dedicated to food and drink. For over 40 years, IFE has been a focal point for the food and drink community, drawing over 30,000 enthusiastic buyers from across the entire food, drink, and hospitality supply chain. IFE brings together more British and international buyers and exhibitors than any other UK event. Attracting a high quality, worldwide audience with significant purchasing power from the retail, foodservice, wholesale & distribution, and manufacturing sectors, IFE is the ideal platform for food and drink manufacturers and suppliers to generate new sales leads, expand into new international markets, meet new and existing clients, and create brand awareness.

Exhibitors at IFE span across bakery, snack and confectionery, drinks, grocery and wholesale, chilled and frozen food, health and wellbeing, with a special emphasis on vegan and plant-based products. The 2024 show drew over 30,000 plus visitors from 105 countries. Please join SUSTA for the exciting opportunity to exhibit at this show!

Participation Fee:

- **Corner Booth:** \$2,573; **Early Bird Special:** \$2,373 (if you register and pay before October 17, 2024)
- **In-line Booth:** \$2,364; **Early Bird Special:** \$2,164 (if you register and pay before October 17, 2024)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: **January 15, 2025** (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description: (Suitable products for this event): Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods, Natural/Health/Organic, Beverages, Meat & Poultry

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

<p>Florida Department of Agriculture and Consumer Services Whitney Lett, Development Representative Supervisor (850) 617-7333 Whitney.Lett@FDACS.gov</p>	<p>Texas Department of Agriculture Roxana Newton Coordinator for Economic Development (512) 475-0793 GoGlobal@TexasAgriculture.gov</p>	<p>Kentucky Department of Agriculture Jonathan Van Balen Import/Export Advisor (502) 782-4132 Jonathan.VanBalen@ky.gov</p>
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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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