



International Food and Drink Event – London 2027

London, England, United Kingdom

April 5-7, 2027

**Set up day is April 4*

The International Food & Drink Event (IFE) stands as the United Kingdom's (UK) 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 20,000 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. With a strong economy and high standard of living, UK consumers have disposable income to spend on premium food items. Attracting a high quality, worldwide audience with significant purchasing power from the retail, foodservice, wholesale and distribution, and manufacturing sectors, IFE is the ideal platform for food and drink manufacturers and suppliers to generate new sales leads, expand into the UK and other 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 2026 show drew over 25,000 visitors from 105 countries. Please join SUSTA for the exciting opportunity to exhibit at this show!

Participation Fee:

- **Corner Booth:** \$2,806; **Early Bird Special:** \$2,606 (if you register and pay before November 5, 2026)
- **In-line Booth:** \$2,506; **Early Bird Special:** \$2,306 (if you register and pay before November 5, 2026)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Standard back wall graphic + logo on desk
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **January 15, 2027** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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

Kentucky Dept. of Agriculture

Jonathan Van Balen
Import/Export Advisor
(502) 782-4132

Jonathan.VanBalen@ky.gov

West Virginia Dept. of Agriculture

Ashley Butler
Planning Coordinator
304-807-6019

aamos@wvda.us

Texas Dept. of Agriculture

Lidia Sosa
International Trade Specialist
(512) 463-6098

lidia.sosa@texasagriculture.gov

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.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.