



excel  
LONDON  
HOSPITALITY

The logo features the word "excel" in a white, lowercase, sans-serif font. A small pink parallelogram is positioned above the "x". Below "excel", the words "LONDON" and "HOSPITALITY" are stacked in a pink, uppercase, sans-serif font. The background is a dark teal with light blue geometric lines and shapes.

# 2025 BRANDING BROCHURE

# GREAT FOOD MAKES GREAT EVENTS

**AT EXCEL LONDON WE UNDERSTAND THE VITAL ROLE THAT FOOD AND DRINK PLAYS IN CREATING UNIQUE AND SUCCESSFUL EVENT EXPERIENCES**

Here at Excel London Hospitality (ELH), we are delighted to welcome you to Excel London.

Our branding planner that follows has been designed to offer you a selection of customisable food and beverage options that will enhance and elevate the delegate experience on your stand. If you seek something specific that isn't listed within this planner, please do let us know and we can look to source this for you.

Excel London Hospitality (ELH) is the official and sole provider of catering at Excel London. ELH hold the exclusive right to supply all food and beverages consumed on-site, and charges will be levied directly to you if any external catering is used without consent from ELH, including any buyout fees charged onsite or post event.

To place an order or enquire about the options in this planner, please email: [sales@excelhospitality.london](mailto:sales@excelhospitality.london) and a member of our team will contact you to discuss your branding requirements and process your order.

Please be aware of the time constraints with branding. The lead time for each item is from final artwork, not initial enquiry.

Our experienced team are looking forward to working with you to make your event one to remember.

**excel**  
LONDON



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# BRANDED TETRA PACKS

Promotional Tetra Water Cartons offer a great medium to market your company to the environmentally-conscious consumer.

330ml cartons are made up of almost 90% plant-based materials. The 500ml carton is made up of 75% paper. Both cartons reduce plastic waste significantly. Mineralized and purified water with a balanced pH of 7.5. for maximum quality. This container keeps the water colder for longer.

The carton colour can be white or black and cap colour can be white, blue, black or red.

Prices based on 330ml tetra packs. For 500ml please add additional £0.40 per unit. There is a £250+VAT fee for origination and shipping. All prices listed are per unit, please also add VAT (20%).

## SINGLE LABEL

Quantity	Price Per Unit
264	£4.38
480	£3.92
576	£3.44
960	£3.30
1200+	£3.27



## 4 COLOUR PRINT

Quantity	Price Per Unit
264	£4.66
480	£4.32
576	£3.85
960	£3.70
1200+	£3.67



\*Please be aware that some prices may be subject to change, do speak with our team for a full quotation.  
There is a 45-day lead time from date of approved artwork to delivery.



# BRANDED JOE & SEPH'S POPCORN

Being as creative and as colourful as you please, you can place your company's logo on the front of the snack pack, pouches, or popcorn cartons to create a completely unique and bespoke product!

Number of Units	Snack Pack (27-32g)	Pouch (70-80g)
200+	£3.70	£5.33
300+	£3.42	£5.11
500+	£3.02	£4.66
1,000+	£2.51	£4.15
3,000+	£2.21	£3.84
6,000+	£1.70	£3.34



For a list of flavours available that include seasonal collections please do ask a member of our team.

Please note any flavours that aren't Salted Caramel or Belgian Chocolate will incur a £60+VAT set up and design fee.

There is a 14-day lead time from final artwork sign off. Shorter lead times, if possible, will incur an additional £120+VAT fee.

## Stencils - £56.00 + VAT

Simple yet very effective, let your brand do the talking with this fun accompaniment. Supply us with your artwork for assessment and we will have our engineers create a stencil that can be used for on-going events. 3 weeks lead time is required from date of approved artwork to delivery.

## Printed Cups

To further the awareness of your brand why not have your own cups?  
Full colour printed double walled paper 8oz cups (recyclable)  
One colour printed clear plastic 9oz cups (recyclable)  
3 weeks lead time is required from date of approved artwork to delivery. All prices +VAT



Quantity	Price
1000	£535.00
2000	£950.00
3000	£1,350.00
4000	£1,170.00
5000	£2,180.00



# BRANDED COFFEE CUPS & STENCILS

Watch as your company identity makes its way throughout the exhibition floor and beyond.

# COUNTER

## ■ COUNTER - £940 + VAT (show duration)

A stylish and solution if you don't have a surface to utilise any of our services. Our bars are an 'all-in-one' fully mobile answer. Designed to be 'self-sufficient' our bars can be branded to suit your event or company colours.

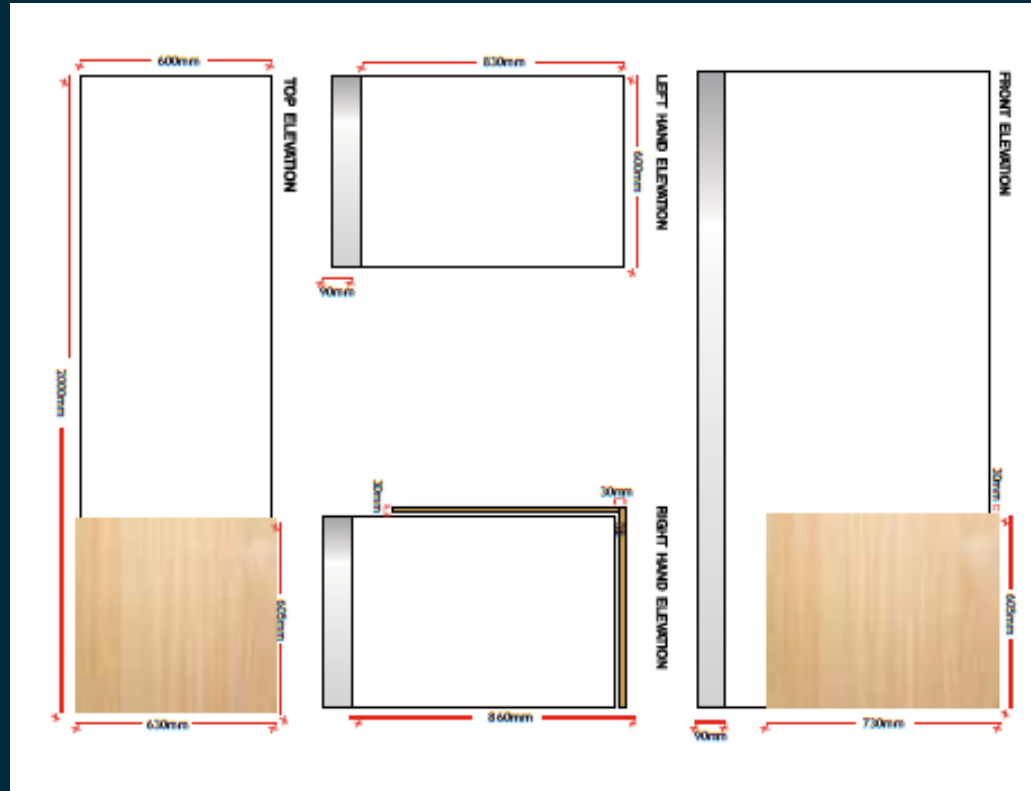
With a small foot-print our bars are user friendly, easy to set-up and breakdown and can enhance what you already have on your stand to create that all important point of difference. These can be branded with your own removable sticker. Full wrap is also possible.

Includes: Counter, delivery and collection.





# BRANDED COUNTER



## BRANDING

Branding of the counter is possible and can be arranged by us prior to the event. Below prices for branding are in addition to the counter hire price - £940 + VAT

Three weeks lead time is required.

Sticker for the front panel £615+VAT

Vinyl wrap on the front and sides of the counter £1110+VAT

Pantone spray and sticker applied on the front panel £1605+VAT

# DOUGHNUT & DOUGHNUT WALL

Display a range of tasty treats with prominent branding either with your logo or plain with your preferred company colours.

- **DOUGHNUT SHAPED CAKES**  
£4.00+VAT each – min 50 items  
These 'cake' donuts will stay fresher for longer than a traditional doughnut.
- **TRADITIONAL FRIED DOUGHNUT**  
£5.50+VAT each – min 48 items.
- **UNBRANDED DOUGHNUT WALL (show duration)**  
£435+VAT  
Can hold 35 cakes (single layer) or 70 cakes (double stacked)
- **BRANDING DOUGHNUT WALL**  
an additional £205+VAT

There is a 21-day lead time from final artwork sign off.



Whether it's a wedding or a corporate function, our expert artisans excel in crafting unique designs that elevate the ambiance for any occasion. Beyond mere treats, our delectable confections represent culinary masterpieces, infusing an element of excitement into your cherished moments.



# BRANDED PLANET DOUGHNUTS

**Dive into the enchanting realm of our meticulously crafted doughnuts, guaranteeing a delightful experience for your event.**

**Bespoke Branded Diddy Doughnut £5.50+VAT per unit**

12x diddy doughnuts per case.

Min. order 72 cases – 864 diddy doughnuts

**Branded Bespoke Large Doughnut £7.30+VAT per unit**

6x large doughnuts per case.

Min order 72 cases – 432 large doughnuts

\*Please be aware that some prices may be subject to change, do speak with our team for a full quotation.

There is a 21-day lead time from final artwork sign off.



# CUPCAKES & MACAROONS



**CUPCAKES VANILLA  
FROSTING & EDIBLE LOGO**

MINIMUM QUANTITY: 50  
PRICE PER UNIT: £4.20+VAT



**MACAROONS WITH LOGO**

MINIMUM QUANTITY: 50  
PRICE PER UNIT: £5.50 + VAT





# SWEET TREATS - BROWNIES

## **Brownie** with edible logo

MINIMUM QUANTITY PER FLAVOUR: 50  
PRICE PER UNIT: £4.00+VAT

## **Brownie** individually wrapped with coloured ribbon and edible logo

MINIMUM QUANTITY PER FLAVOUR: 50  
PRICE PER UNIT: £4.65+VAT

## **Brownie** additional flavours

CARAMEL, OREO AND KINDER  
PRICE PER UNIT: £0.20+VAT (additional)

There is a 14-day lead time from final artwork sign off. Shorter lead times, if possible, will incur an additional fee.

# WE LOOK FORWARD TO WORKING WITH YOU



To discuss your requirements please contact our team at  
Excel London Hospitality.

T: +44 (0)20 7069 4100

E: [sales@excelhospitality.london](mailto:sales@excelhospitality.london)