

Coffee Industry Futures

**CaffèCulture**

2–3 September 2021  
Business Design Centre



# What is Caffè Culture?



**Caffè Culture is an award-winning and information-led trade event, specifically aimed at the UK's coffee and café bar market, which takes place at London's iconic Business Design Centre on 2–3 September.**



**Caffè Culture is now in its 15th year and continues to play a significant role in the industry by providing exhibitors the perfect opportunity to grow their businesses.**

**4,000 trade industry professionals, comprising of independent coffee shop owners and buyers from the multiples and high street chains, will descend upon the Business Design Centre looking for new and innovative ways to extend their offering and increase their bottom-line.**

# The UK Coffee Industry

With UK consumers becoming ever-more discerning and coffee consumption a bigger part of everyday life, the market shows no sign of abating after 20 years of sustained growth.

A recent report\* on the UK's coffee industry asserts that the market continued to grow in 2018 with annual sales increasing by 7.9%, giving an estimated total market value of £10.1bn.

Furthermore, with over 25,000 branded chain and independent coffee shop outlets within the UK, the opportunities for suppliers and manufacturers to capitalise on this growth are obvious to see.



UK Coffee Market  
Estimated Total Value

**£10.1bn**

UK Coffee Market  
annual sales increase

**↑ 7.9%**

Number of branded chain and  
independent coffee shops in the UK

**☕ 25,000**

\*Project Café UK 2019

# Why Exhibit?



Caffè Culture offers manufacturers and suppliers an unrivalled opportunity to generate new business within a busy and vibrant setting.

1,000's of industry professionals will visit Caffè Culture who are all looking at innovative ways to extend their offering and ultimately, increase profitability within their operation.

If you have a product that is aimed specifically at the café and coffee bar market, then there are many compelling reasons why you should exhibit at this year's Caffè Culture, including:

- Generate new sales leads by placing your product in-front of 4,000 industry buyers, many of whom do not attend other trade events
- Benefit from the show's extensive multi-channel marketing campaign
- Get a unique insight into new developments and the latest industry trends
- Stand out from the crowd by building brand awareness in this highly competitive market
- Use Caffè Culture as a launch-pad to test new products
- Join 150+ premium exhibitors to showcase your products in-front of 1,000's of motivated buyers
- Enjoy complimentary drinks with your key clients at our free networking event
- Benefit from the wealth of knowledge and expertise from our dedicated Steering Committee who have all invested their time to help shape the event
- Strengthen existing business relationships by inviting your clients to the show whilst simultaneously reducing your annual sales staff expenses
- Be a part of a multi-award-winning trade show

# Who Will Visit?

**Caffè Culture 2021 is all about helping established businesses to reach the next level.**

We have identified four types of businesses at different stages of development who share an aspiration to accelerate their growth.

Registration to attend will this year be focused on professionals with an established business and a direct role in the purchasing process.



---

## Single outlet independents

Established and profitable independents will attend to find avenues to increase profits through extending their trading hours and growing their customer base whilst actively considering a second site.



---

## Small-to-medium multiples

The most important visitor group facing the most exciting challenges. Businesses with 2-30 outlets looking at opportunities for further growth.



---

## Larger multiples and branded chains

Café operations with in excess of 30 sites will visit the event to source new suppliers who can help them increase margins, capitalise on trends and build their brands.

---

## Hospitality industry professionals

Caffè Culture will actively target other retail and hospitality businesses looking to improve and extend their offering.

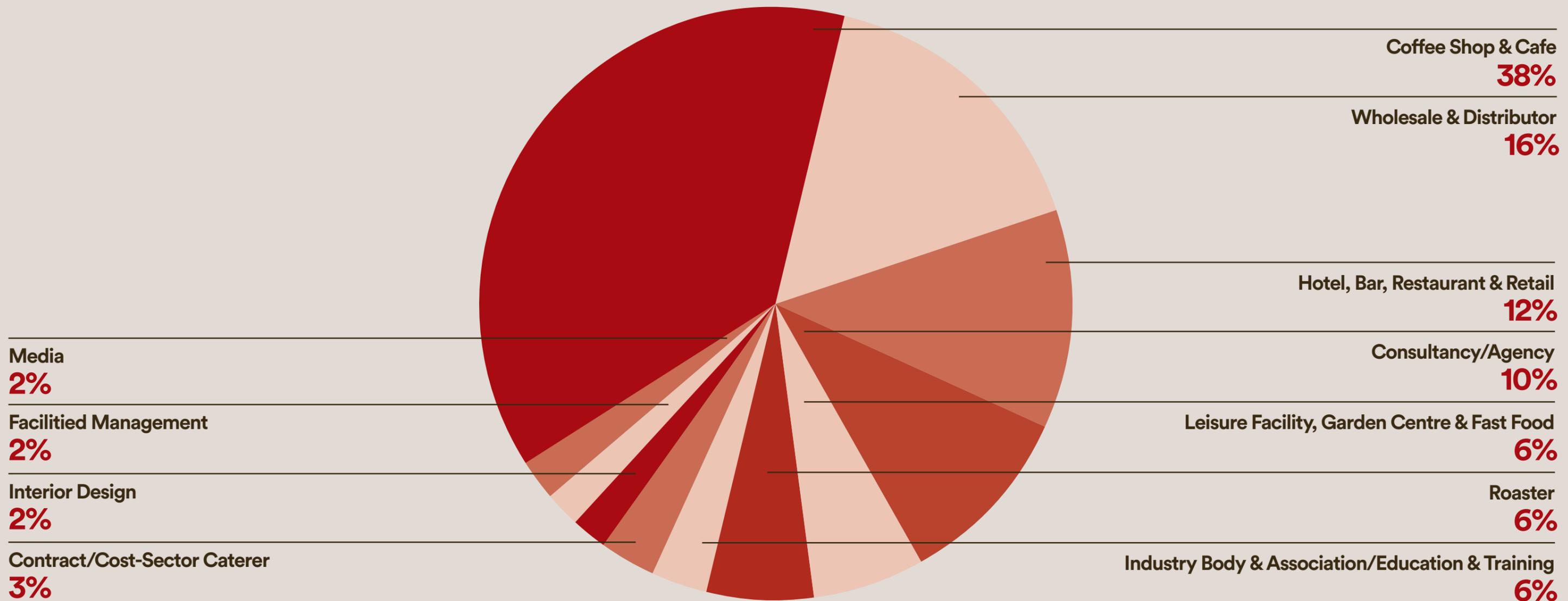
This will include buyers from hotels, restaurants, pubs, bars, cinemas, department stores and other retail outlets.



# Key Visitor Information

Caffè Culture attracted 3,527 trade industry professionals over the two days.

With the on-going focus on growing the trade show, 4,000 trade visitors are expected in 2021.



# Why They Will Visit?



**We know there is a lot more to running a successful café than serving good coffee.**

From recruiting and retaining the best staff to building a consistent brand, we understand the key steps to building a profitable business in a highly competitive market. Our visitors will be looking to expand their café operations and will have the budget and motivation to place orders with suppliers who can help them reach their goals.

While opportunities exist to meet coffee enthusiasts at other events, Caffè Culture exists purely to bring established owners, operators and buyers together with the brands that can help fuel their growth plans.



# Here's what the industry have to say



“Caffe Culture is a great event that connects coffee professionals from all areas of the industry together in one place. It provides a diverse range of programs, talks, panels and spaces for engagement throughout many aspects of the coffee supply chains. This helps to support and enrich the industry overall through forming new relationships and spaces for development, sharing and learning.”

**Freda Yuan**  
Head of Coffee, Origin Coffee  
Q Grader, UK Cup Tasters  
Champion 2017 & 2018, 3rd  
World Cup Tasters 2017

“Having not exhibited for 6 years, we were delighted with the number and quality of visitors. We had more meaningful b2b conversations at Caffe Culture than at any other trade show this year and have already rebooked and doubled the size of our stand. Caffe Culture will be the only UK trade show we exhibit at in 2021!”

**Steve Penk**  
Commercial Director, Brew-it Group Ltd



“We returned to Caffe Culture after a year or two of absence. The Living Media team had clearly worked really hard to develop the show and as result we had a great couple of days talking to the customers old and new.”

**Simon Harris**  
Cakesmiths (MD)

“I thought the talks were diverse and well curated. I find it rare that shows actively seek a diverse range of opinions and positions on similar topics, for this I commend you!”

**Richard Williams**  
Coffee Trader,  
Falcon Coffees



“Caffe Culture is facilitating the kinds of conversations and voices that you don’t often hear from in Speciality Coffee.”

**Talor Browne**  
Talormade

# Stand Rates



The 2021 space and shell scheme rates have not been increased and remain at the 2019 level

## Shell scheme £390 + VAT per sqm

Includes: Walling, name board, fascia, carpet, show guide and online profile

## Space only £358 + VAT per sqm

(for stands over 6 sqm's)  
Includes: Carpet, show guide and online profile

We also offer full packages within the Roaster's Village and Artisan Food Market areas of the show:

## Roasters Village £1,424 + VAT

Includes: 1m x 2m counter top, coffee machine and power

## Artisan Food Market £860 + VAT

Includes: counter top stand and nameboard

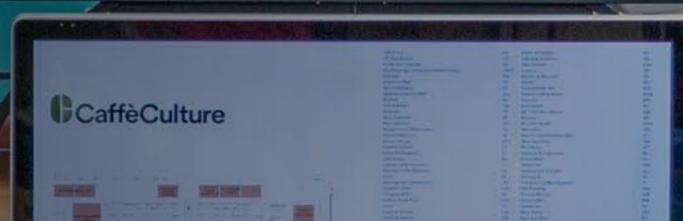
If you would like to discuss exhibiting at Caffè Culture 2021, please contact the sales team today:

Elliot Gard  
Event Director  
+44 (0)207 688 5201  
+44 (0)7900 567 684  
elliottg@livingmediaevents.co.uk

Dan Holmes  
Director  
+44 (0)207 688 5201  
+44 (0)7957 605 978  
danielh@livingmediaevents.co.uk

Matt Walking  
Sales Manager  
+44 (0)207 688 5201  
+44 (0)7846 099 179  
sales@livingmediaevents.co.uk

Life.



# Contact Us

If you would like to discuss exhibiting at Caffè Culture 2021, please contact the sales team today:

**Elliot Gard**

**Event Director**

+44 (0)207 688 5201

+44 (0)7900 567 684

[elliotg@livingmediaevents.co.uk](mailto:elliotg@livingmediaevents.co.uk)

**Dan Holmes**

**Director**

+44 (0)207 688 5201

+44 (0)7957 605 978

[danielh@livingmediaevents.co.uk](mailto:danielh@livingmediaevents.co.uk)

**Matt Walkling**

**Sales Manager**

+44 (0)207 688 5201

+44 (0)7846 099 179

[sales@livingmediaevents.co.uk](mailto:sales@livingmediaevents.co.uk)

