

30 September –
1 October 2025
Business Design Centre

Caffè Culture

What is Caffè Culture?

Caffè Culture is now in its 19th year and continues to play a significant role in the industry by providing exhibitors the perfect opportunity to grow their businesses. 3,500 trade industry professionals, comprising of independent coffee shop owners, distributors and buyers from the multiples and high street chains, will visit the show looking for new and innovative ways to improve their offering, grow their customer base and ultimately increase their bottom-line.

Caffè Culture is an award-winning trade exhibition, specifically aimed at the UK's specialty coffee, tea, and café bar market, which takes place at London's iconic Business Design Centre on 30th September & 1st October.



What's On

As well as having direct access to 100s of premium brands, visitors to the show will also come to Caffè Culture to engage with a whole raft of interactive and educational features that have been carefully designed to inform, inspire and stimulate business owners from all areas of the specialty coffee and wider hospitality industry.

The 2025 programme already includes:

- 40+ leading industry experts in the Caffè Insights and Roasters Forum Talks Programmes
- Largest collection of specialty coffee roasters in the show's dedicated Roasters Zone
- Brew Lab* two-day cup tasting and cupping zone programme
- Specialty Tea Hub & Brew Bar
- Two ESTA Tea Competitions
- Two days of SCA Barista Competitions



Why Exhibit?

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

1,000s of industry professionals will visit Caffè Culture 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 we have 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 3,500 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 120+ premium exhibitors to showcase your products in-front of 1,000's of motivated buyers
- Be a part of a multi-award-winning trade show



Who Visits?

Caffè Culture 2025 is all about helping established businesses to reach the next level.

We have identified five types of businesses who share an aspiration to accelerate their growth. Registration to attend will this year be focused on professionals with an existing business and a direct role in the purchasing process.

1

Small-to-medium multiples



2

Single site operators and roasters



3

Larger multiples and branded chains



4

Distributors and wholesalers



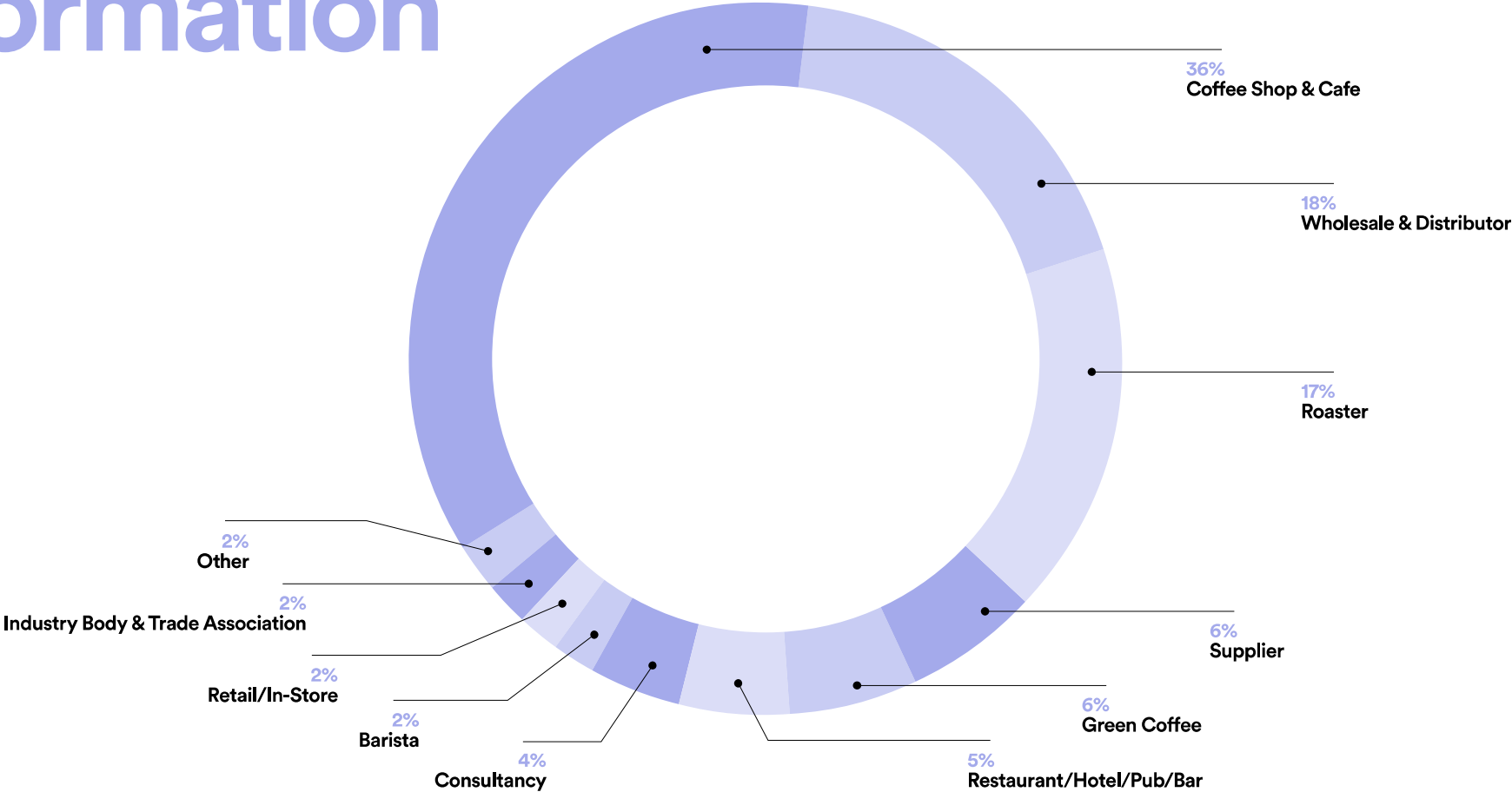
5

Hospitality and retail professionals



Key Visitor Information

Caffè Culture managed to attract 3,421 industry professionals in 2024. 89% were either decision maker or influencer.



Key Visitor Information

As well as our core audience of independent coffee shop owners, the show also attracts senior management and buyers from the multiples, high street chains and wider hospitality sector, a sample of which is included here:

200 Degrees Coffee Roasters, Commercial Director
ADM, Director
AGC (Commodity Store) Ltd, Director
Aldi Uk National Head Office, Buying Director
Alma Hospitality Group, Operations Director
Aureo Group, Senior Partner
Barceloneta Group, Partner
Baxterstorey at UBS, Vending Account Manager
Blank Street Coffee, Product Specialist
Bracken Knoll, Company Director
Caffè Nero PLC, Director
Camellias Tea House, CEO
Caravan Coffee Roasters, Sales Director
CCEP, Director Service & Solutions
Clifton Coffee Roasters, Director Of Coffee
Climpson & Sons, Head of Coffee
Coca Cola Europacific Partners, Director of Hot Beverage
Coffee #1, Head of Coffee
Coffee Ventures Europe, Head of Partnerships and New Business
Compass Group, Marketing Director
Costa Coffee, Operations Director
Dandelion and Duck Ltd, Director
DDC Foods, Buyer
DMTS Catering Ltd, Director
EGS Ltd, Managing Director
Escape Park Catering Limited, Director
Fission and Bloom, Company Director

Five Guys, Procurement Manager
French Franks Food Company Ltd, Owner
Friern Manor Country House Hotel, Director
G & G Hospitality Ltd, Director
GAIL's Bakery, Head of Coffee
Greene King, Drinks Category Manager
Grind, Head of Coffee
Harris + Hoole, Coffee Development Manager
Harrods, Food and Beverage Product Developer
Harvey Nicholls, Restaurant Director
Horton's Coffee Ltd, Managing Director
Joe & the Juice, Coffee Specialist
JR Exchange Ltd, Commercial Director
Julius Distribution Group UK Ltd, Regional Sales Director
Kaffeine, Director
Lakeside Leisure & Kiosk, Managing Director
Liberica International, CEO
Marks & Spencer, Operations Director
Mars Wrigley & KIND, Foodservice National Account Manager
McDonalds, Procurement Director UK
Monmouth Coffee Company, Head of Coffee
NHS Foundation (Camden & Islington), Procurement Director
Norburys Fine Foods, Director
Notes Coffee, Company Director
Pacific Asia Hotel Consultants, Hotel Consultant
Park Lane Group, Director
Pan American Group nv, CEO

Paul UK, Commercial Analyst
Peaberry & Tap, Director
Pret a Manger Head Office, Global Procurement Director
Restaurant Associates, Head of Coffee
River Gardens Café, Owner
Saint Espresso, Director
Semma Group, Director
Smith Anderson Group Ltd, National Account Manager
Sodexo, Franchise & Wholesale Brand Partnerships
Starbucks UK, Sourcing Manager
Tate, Head of Coffee by Tate
Tesco Family Dining, Food & Drink Development
T J X Europe (TK Maxx), Buyer
Tesoro Coffee, Owner
TGI Friday's, Director
The Berkeley Hotel, Head of Coffee
The Proton Group, Sales & Marketing
The Surbitonian Hospitality Group, Operations Manager
Uber Boat by Thames Clippers, Head of Retail
Vardar Restaurant, Owner
VMS London Ltd, Director
Volcano Coffee Works, Head of Commercial
WatchHouse, Managing Director
Waitrose, Buyer
Wenzels the Bakers Ltd, Company CEO

Here's what the industry has to say

“Exhibiting at Caffè Culture was an amazing launch pad for our new Rocket Espresso Commercial UK office. We got to meet so many new and interesting customers, we would highly recommend to any business looking to network in the coffee world.”
Jo Thompson
Sales & Support
Rocket Espresso Commercial UK

“H2O Direct exhibited at the Café Culture event. The event as a complete success for us and we have already booked our booth and looking forward to the next show!”
Jim Redford
Managing Director
H2O Direct

“We have attended Café Culture for the 2 years running and will be back next year. It's a great show to meet up with customers old and new with time for meaningful discussions, leading to growth. Set up is very easy too.”
Joseph Syme
Founder & MD
Campbell & Syme Coffee Roasters

“Exhibiting at Caffè Culture was well worthwhile for us at Khipu Coffee and provided a great opportunity for us to create new business whilst interacting with the industry in-person”
Mark Russell
Director - Khipu Coffee



“Caffè Culture is a great place to meet and connect with other industry partners in a nice and relaxed environment. The show is well laid out and has a great ambience. We've been exhibiting for 3 years now and always see value in the show.”
James Wilkinson
Owner
Omwani

“Caffè Culture is the only show in the UK that offers operators the chance to talk exclusively with trade accounts in a smoothly run and easily accessible environment. We generated considerable actionable leads alongside catching up with a wide variety of long term clients. From an organisational standpoint also second to none.”
Luke Hunter-Powell
General Manager
Brewed By Hand

“Caffè culture was well set up with clear zones that made talking and interacting with people easy. We made some good new connections, that we are following up today.”
Stuart Wilson
Founder
Lost Sheep Coffee

“A vibrant event with enthusiastic exhibitors and engaged attendees”
Ed Walker
Founder
Wild Oates

Stand Rates

As an exhibitor, we offer a number of options which include shell scheme and space only as well as some all-inclusive packages in the Roasters Zone, Brew Bar and the Specialty Tea Hub:

Shell scheme

£439 + vat per sqm,
includes walling, name board,
fascia and carpet

Space only

£390 + vat per sqm

Brew Lab

£1,750 + vat,
includes branded countertop,
brewer, grinder and power
allowance

Roasters Zone

£1,750 + vat
includes branded countertop,
coffee machine, grinder and
power allowance

Specialty Tea Hub

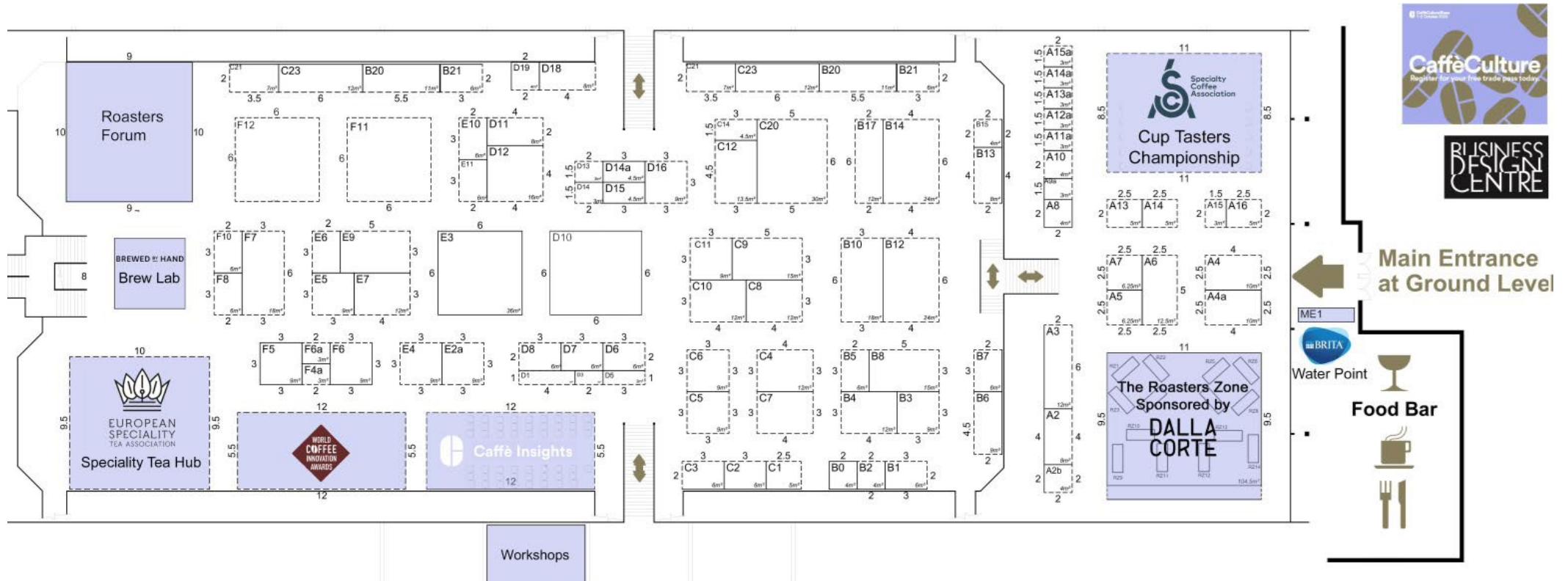
£1,200 + vat
(10% discount for European
Specialty Tea Assoc (ESTA)
Members), includes a countertop
and access to filtered water

If you would like to discuss exhibiting at Caffè Culture 2025, please contact the sales team today at sales@livingmediaevents.co.uk or +44 (0)207 688 5201

 CaffèCulture 30 September – 1 October 2025



Floor Plan



Sponsorship Packages

For those companies interested in creating more exposure and interaction with their brand, Caffè Culture can offer exhibitors a number of bespoke sponsorship opportunities that range from targeted online campaigns to headlining one of the many high-profile features.

Category Sponsorship

Grinder, dairy, plant-based, technology, water, equipment

Become the show's official exclusive 'product' sponsor and benefit from a dedicated online campaign that includes brand exposure across our website, social media platforms, promotional emails (32k+ trade contacts), press releases and a feature in the pre-show newspaper. Plus, wherever possible, place your products in the hands of our exhibitors to use at the show.



Online Promotional Opportunities

Generate more awareness of your brand leading up to, during and post the event. Catering for all budgets, create your own package from the show's numerous opportunities that include sponsored newsletters and exhibitor spotlight emails, social media coverage and bespoke solus emails.



Roasters Zone & Brew Lab Sponsorship

As two of the busiest and most high-profile features, these packages include an extensive online presence as well as providing equipment for the roasters to demonstrate their expertise whilst showcasing your product. As well as the coffee machines, grinders and brewers, the opportunity extends to all the ancillary products including tampers, milk steamers and rinsers.



Talk Programme Partnership

Caffè Business

Elevate your brand to a thought-leadership position by becoming a partner in our multi-streamed Talks Programme, which is a fundamental part of the event. As a valued partner, your company will enjoy prominent branding across the theatres and various online platforms, ensuring maximum visibility and exposure. In addition, seize the opportunity to actively shape and contribute to the thought-provoking content of the programmes, establishing your brand as a key player in industry discussions.

These are just some of the standard packages we offer. If you require a more bespoke package or would like to find out more, then please contact the team today at sales@livingmediaevents.co.uk or +44 (0)207 688 5201

Contact

If you would like to discuss exhibiting at Caffè Culture 2025, please contact the sales team today:

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