

29 – 30 September 2026
Business Design Centre

CaffèCulture

What is Caffè Culture?

Caffè Culture is now in its 20th 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 dedicated to the UK's specialty coffee, tea, and café bar sector. Taking place on 29–30 September at London's iconic Business Design Centre, it is the industry's must-attend event.



What's On

In addition to direct access to hundreds of premium brands, visitors attend Caffè Culture to experience a wide range of interactive and educational features. Carefully curated to inform, inspire, and energise business owners, these experiences support professionals from across the specialty coffee, tea, and wider hospitality industry.

The 2026 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 – experiment with latest cutting-edge brewing equipment**
- **Speciality Tea Village – Matcha Brew Bar, live demos, industry talks and two ESTA tea competitions**
- **The Cupping Room – two full days of cuppings and educational workshops**
- **Caffè Culture Awards Programme**



Why Exhibit?

Caffè Culture offers manufacturers and suppliers an unrivalled opportunity to build brand awareness and generate new business in a busy, trade-only environment.

1,000s of industry buyers will visit Caffè Culture looking to source the latest products and services to help extend their offering and ultimately, increase profitability within their operations.

If your product is specifically aimed at the UK's café and coffee bar market, then there are many compelling reasons for you to exhibit:

- 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 2026 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

Single site operators and roasters



2

Small-to-medium multiples



3

Larger multiples and branded chains



4

Distributors and wholesalers



5

Hospitality and retail professionals

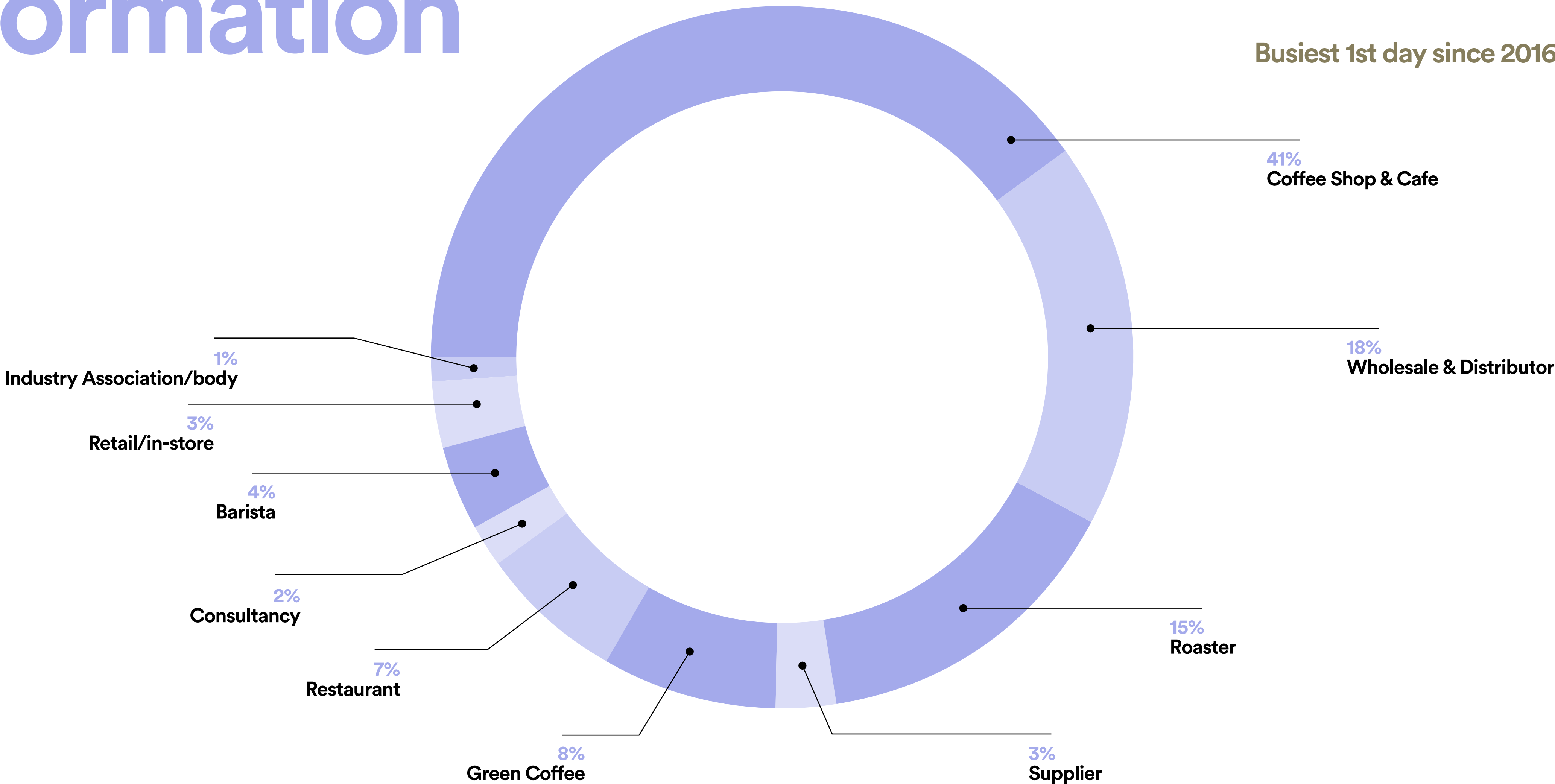


Key Visitor Information

Caffè Culture managed to attract 3,483 industry professionals in 2025.

89% were either decision maker or influencer.

Busiest 1st day since 2016 relaunch.



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

"We have attended Caffè 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

"The Bag Broker has benefited from Caffè Culture by connecting with coffee professionals, strengthening customer ties, and gaining new leads. This well-run event is always welcoming and sparks valuable discussions and business growth."

Mihai Toth
UK & EU General Manager
The Bag Broker

"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 provides an ideal platform for companies like us to showcase our products whilst connecting with a nationwide pool of end-users. Based on us acquiring new customers in 2025, we have already rebooked for next year's event."

Ian Lucas
Head of Sales
Lotus Bakeries

"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, you have a number of options, including shell scheme, space only and two 'all-inclusive' packages in the Roasters Zone and ESTA Tea Village:

Space only
£410 + vat per sqm

Shell scheme
£461 + vat per sqm
includes walling, name board, fascia and carpet

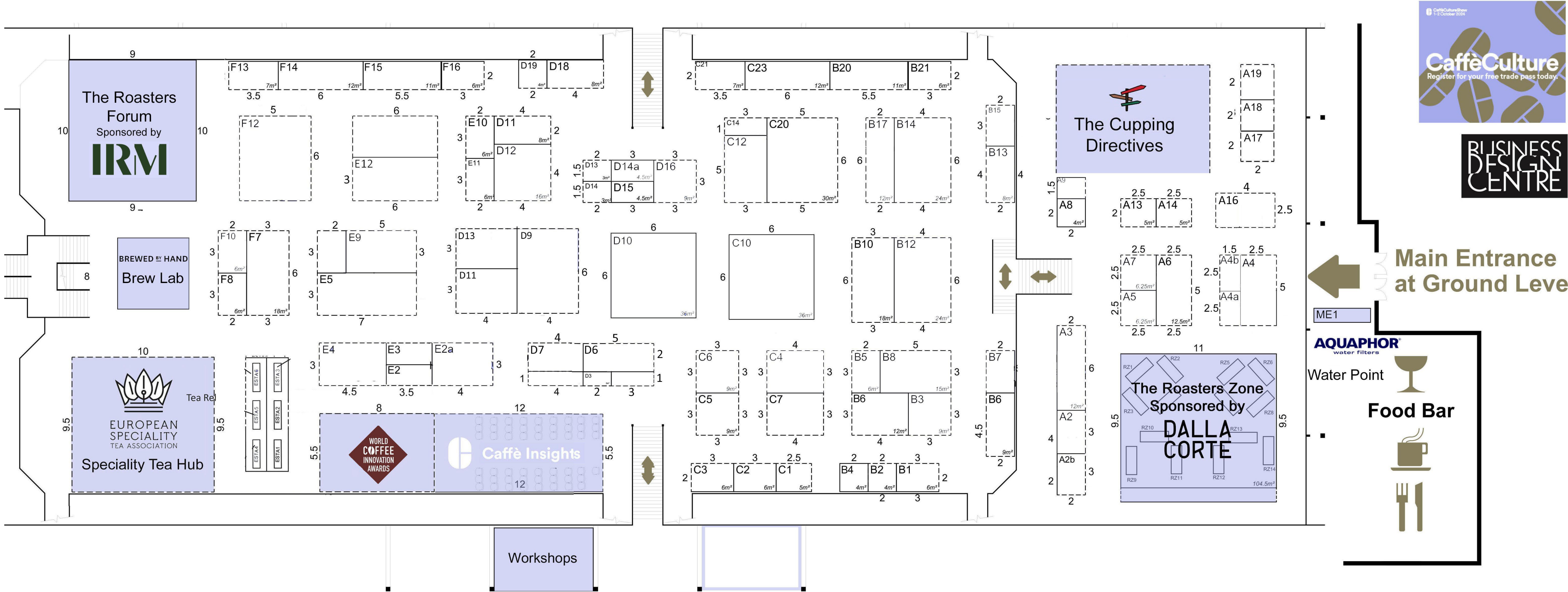
Roasters Zone
£1,838 + vat
includes branded countertop, coffee machine, grinder and power allowance

Specialty Tea Hub
£1,260 + 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 2026, please contact the sales team today at sales@livingmediaevents.co.uk or +44 (0)207 688 5201



Floor Plan



Sponsorship Packages

For companies looking to increase brand exposure and engagement, Caffè Culture offers a range of bespoke sponsorship opportunities. These tailored packages span targeted online campaigns through to headline sponsorship of the event's high-profile features, delivering maximum visibility and meaningful interaction with a highly engaged audience.

Category Sponsorship

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

Become the show's official exclusive category sponsor and benefit from a dedicated online campaign that includes brand exposure across our website, social media platforms, promotional emails (35k industry 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

Build year-round visibility with a highly effective online promotional campaign, including prime exposure during the crucial months leading up to the event. Caffè Culture offers a range of digital opportunities, from sponsored newsletters and bespoke solus emails sent to **35,000 trade industry contacts**, to targeted social media campaigns designed to reach and engage the right audience.



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

Feature Sponsorship

Caffè Culture offers sponsorship of several high-profile, high-traffic features, including the **Roasters Zone, Brew Lab, and Cupping Room**. These packages combine extensive online promotion in the lead-up to the event with hands-on product placement, putting your equipment and products directly into the hands of business owners engaging with each feature.



Industry Talks Partnership

Position your brand as a thought leader through partnership with two high-profile talks programmes: **Caffè Insights** and the **Roasters Forum**. As a valued partner, your company will benefit from prominent branding across the theatres and key online platforms, delivering maximum visibility and exposure. You'll also have the opportunity to actively shape and contribute to the programme content, reinforcing your brand's authority and influence within industry conversations.

Contact

If you would like to discuss exhibiting and the many sponsorship opportunities at Caffè Culture 2026, please contact the sales team today:

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