



29 – 30 September 2026  
Business Design Centre

caffè culture

# 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?

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



Caffè Culture 2026 is all about helping established businesses to reach the next level.

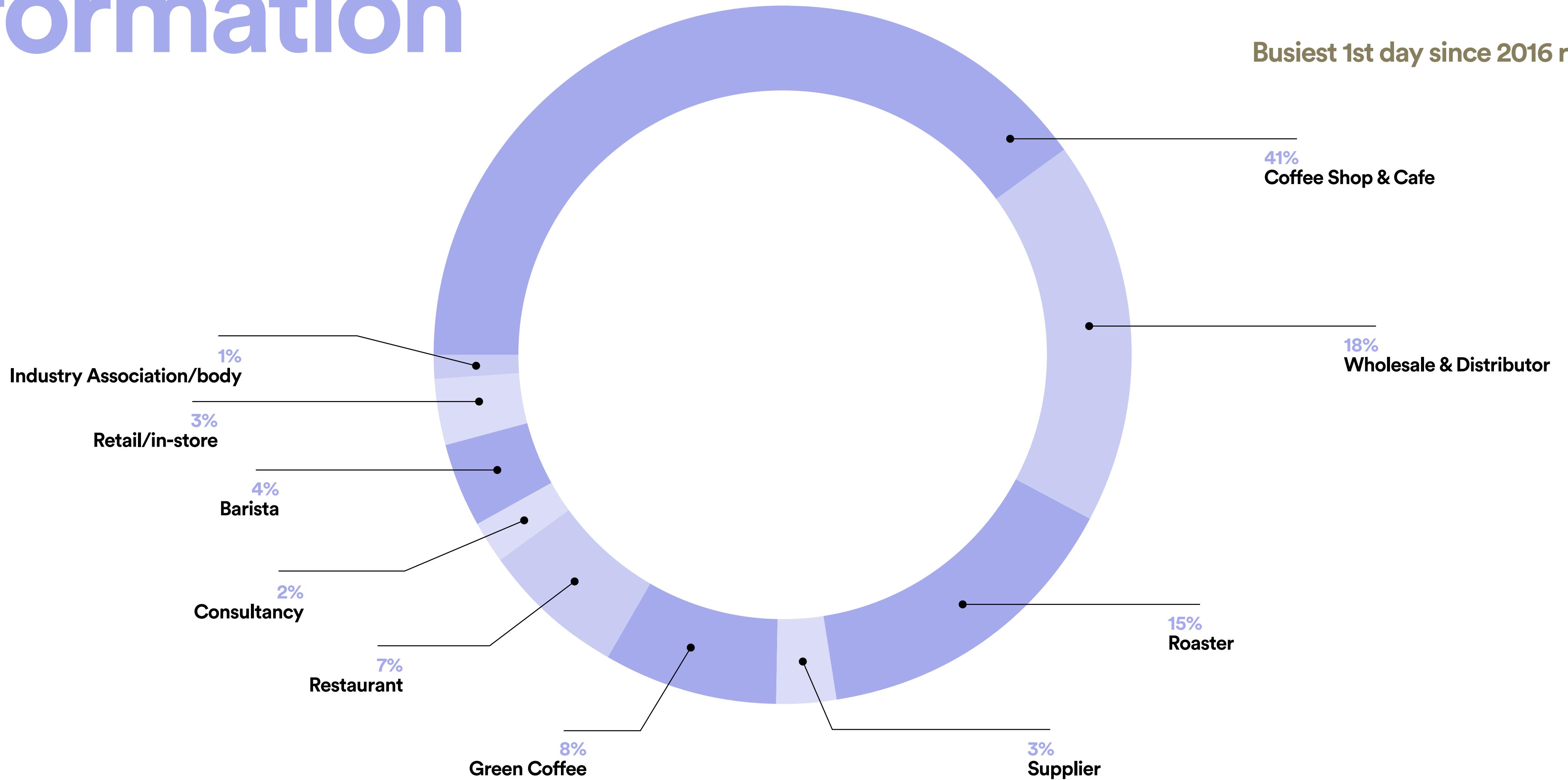
We have identified five types of businesses who share an aspiration to accelerate their growth. Registration to attend will this year be focused on professionals with an existing business and a direct role in the purchasing process.

# 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

“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

“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

“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 was invaluable for connecting with customers we don't usually meet at the typical trade shows. The atmosphere was vibrant and relaxed, and that energy was reflected in the visitors. We were so impressed we've already signed up for next year's event.”

Steven McGarvie  
Sales Director  
Victor Manufacturing

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

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**Space only**  
**£410 + vat per sqm**

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

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

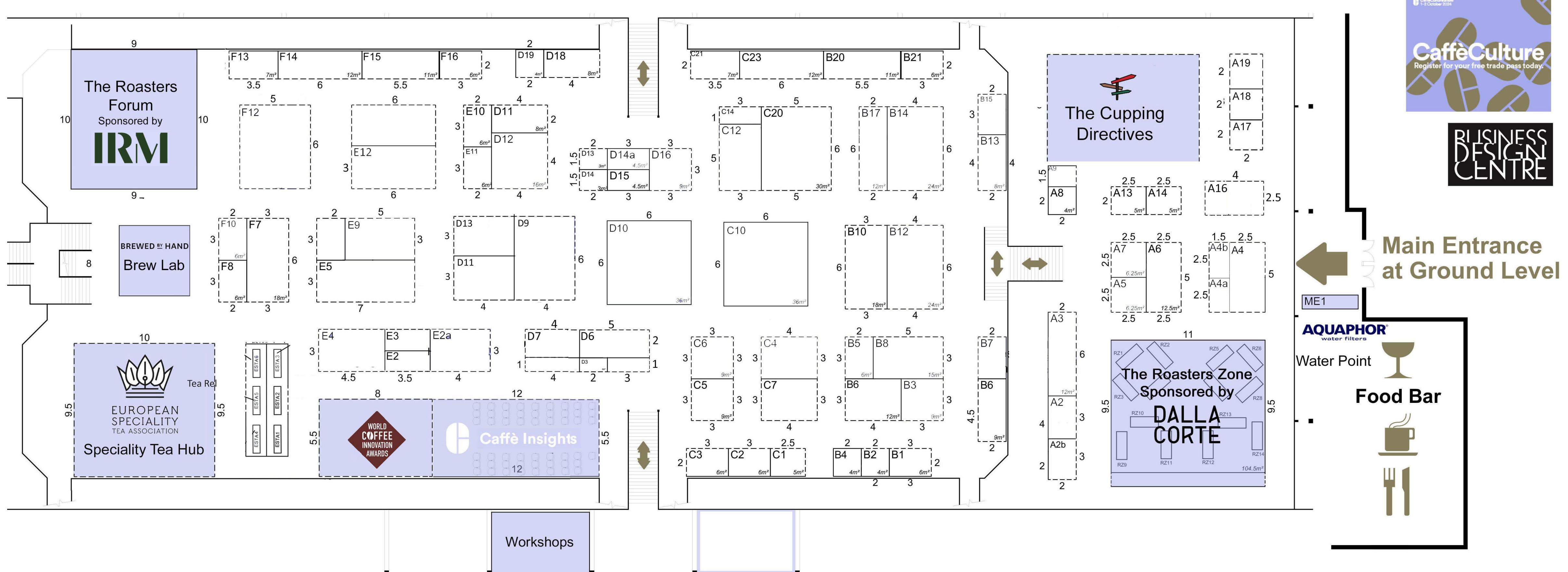
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**Specialty Tea Hub**  
**£1,260 + vat**  
(10% discount for European Specialty Tea Assoc (ESTA) Members), includes a countertop and access to filtered water

If you would like to discuss exhibiting at Caffè Culture 2026, please contact the sales team today at [sales@livingmediaevents.co.uk](mailto: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

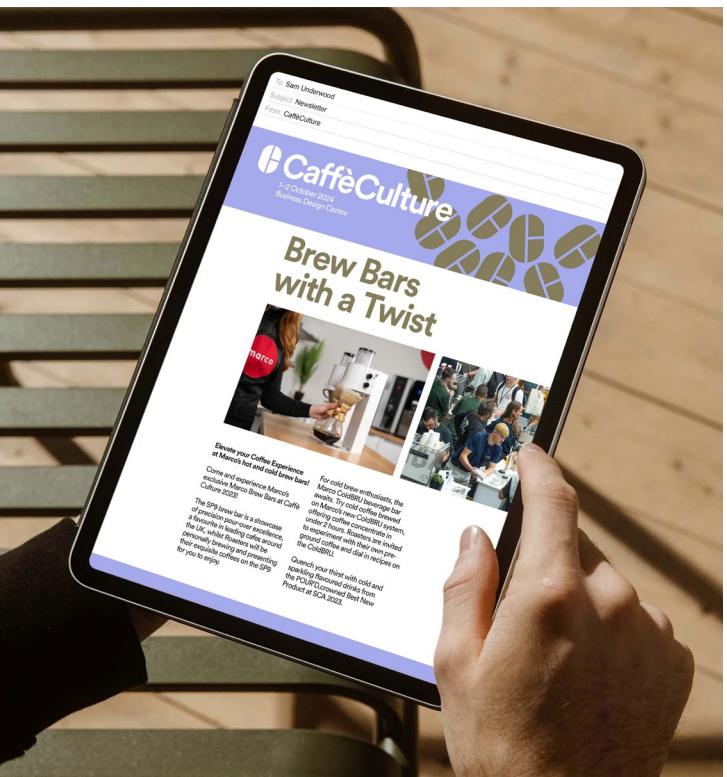
Grinder, dairy, plant-based, technology, water, equipment

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.



## 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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