



BREW // LDN //

2021 Exhibitor Pack

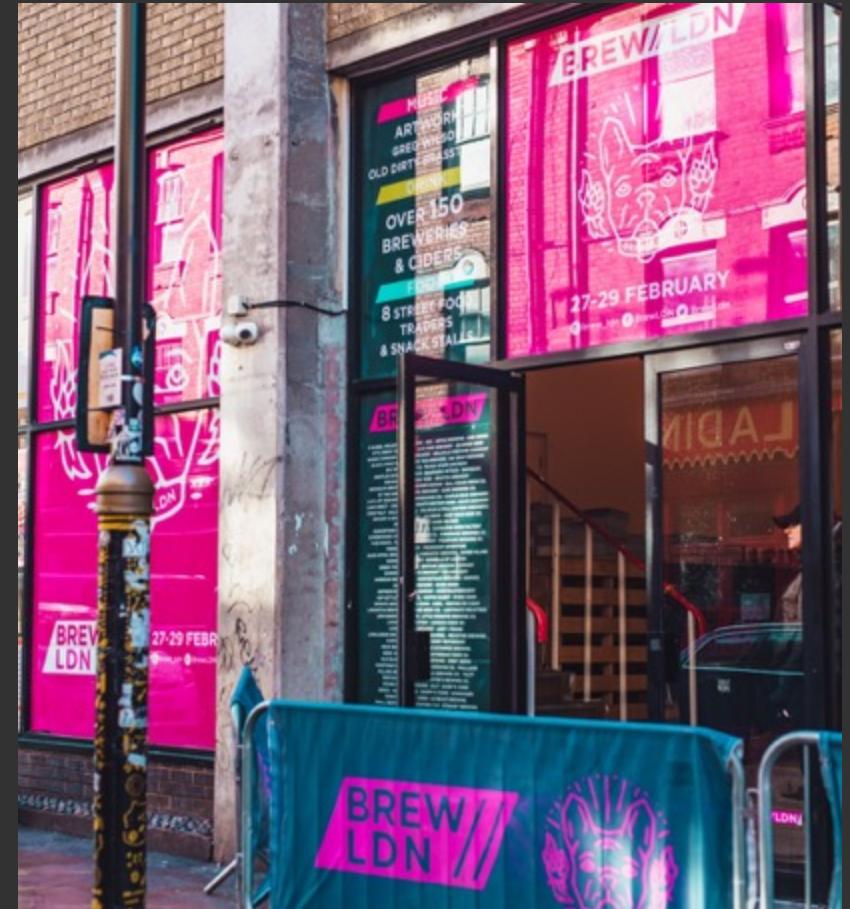
PRINTWORKS LONDON | 29TH - 31ST JULY 2021

BREW//LDN is the ultimate date in the diary for trade and beer fans alike...

Our inaugural event in February 2020 saw 12,000 guests embark on the BREW//LDN experience, encompassing 150+ brewers, plus alternative drinks offerings, premium street food, and live music to create the ultimate environment to discover new beers, re-visit old favourites, and enjoy a drink with friends.

The Brew brand was launched in 2019 to give the project the flexibility to go beyond just live events, and utilise the community to provide research, insight, as well as innovative media platforms.

The team also offer coaching to new brands via our Brew//Accelerator programme, as well as continuing to innovate in the live events space.



BREW//LDN 2020 Overview in Numbers



4,000
Trade Guests



7,000
Consumers



162
Exhibitors



12
Sponsors



568
Beers listed

Trade Guests in Detail



Across two dedicated sessions in 2020, we welcomed over 4,000 trade guests into our venue – they were predominately buyers, but also trade press, influencers, and enthusiasts from the hospitality industry.

Our trade session saw a great attendance from all buyer sections

- **26% of our guests were from the on trade**
- **47% of which was IFT**
- **9% being from major multiples**
- **5% from Wholesale**
- **11% of our guests were from supermarket chains**

They came with opportunities

- **Through our BREW//LDN Trade App, 3,200 connections were made, and 150K hL of beer opportunities captured.**
- **At least 115K hL of those buyers being part of the decision making process or the decision maker.**



Consumer Overview



'The Beer / Drinks Enthusiast'

Our guests comprise of a unique set of consumers we have coined as 'the beer enthusiast'. The early majority, keen to discover new brands and hero them within their peer group.

They have the highest propensity to turn into loyal brand advocates with high levels of repeat engagement.

They are honest about not being experts, but hungry to learn more about the products they consume. They sit in the mainstream, but like to explore new experiences.

They come to BREW//LDN without bias ready to engage with brand experiences.

Key facts

'Bull's Eye age group of 31-35* | High Disposable income

Leaders in their social group | 61/39% male /female split**

***ticket purchaser data **brewldn.com user data**



Consumer Sessions



Social Reach



1.2m Impressions



250k Post engagements



70K 10 second video views



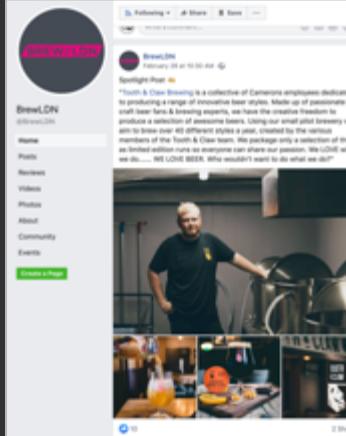
25k Clicks



20k Post reactions



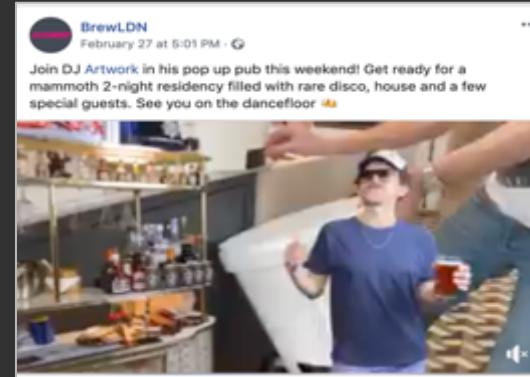
Sponsor showcases



Brewery takeovers



Show information



Talent curated content



PR amplification



4.2m Print reach



Highlights:

TIMESOUT.COM/OFFERS

GO OUT WITH

TimeOut

Food, drink, screenings, pop-ups... don't miss our exclusive offers and discounts

The Gate

What is it? There's no need to make a pilgrimage to Paris or New York to sample the art of French and American haute cuisine.

Why go? There's a reason critics like Wendy Hurrell and Michael Smith have given The Gate three Michelin stars and naming it one of the best restaurants in the world.

Who's been there? Annabel Croft, David Gandy, and many more.

How to get it? Ann 20% off food and drink at The Gate.

Bitter's Bistrobar & Bar

What is it? A bistro-style eatery with a bar and a separate lounge area.

Why go? Bitter's has won awards for its food and drink, and the atmosphere is relaxed and welcoming.

Who's been there? David Gandy, Sam Faiers, and many more.

How to get it? Get 20% off food and drink at Bitter's Bistrobar & Bar.

Brasserie ZéBrette

What is it? A brasserie-style restaurant with a focus on French and British cuisine.

Why go? The food is delicious, and the atmosphere is warm and inviting.

Who's been there? The Spice Girls, David Gandy, and many more.

How to get it? Get 20% off food and drink at Brasserie ZéBrette.

Casa de Botella

What is it? A Spanish tapas bar and restaurant.

Why go? The food is delicious, and the atmosphere is lively and social.

Who's been there? David Gandy, and many more.

How to get it? Get 20% off food and drink at Casa de Botella.

Domino Kitchen

What is it? A modern Italian restaurant.

Why go? The food is delicious, and the atmosphere is sophisticated.

Who's been there? David Gandy, and many more.

How to get it? Get 20% off food and drink at Domino Kitchen.

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A screenshot of the ShortList website. The header includes the logo 'ShortList' and navigation links for News, Shortlists, Entertainment, Tech, Food & Drink, Home, Deals, More, and a search icon. A note below the header states: 'ShortList is now ad free and supported by you, the users. When you buy through the links on our site we may earn a commission. Learn more.' Below the header is a breadcrumb trail: HOME > ALCOHOL. The main title of the article is 'BrewLDN: UK's biggest beer festival is here - 5 beers you have to try this weekend'. Below the title is a subtext: 'With so much under one roof, it's hard to know where to start - fortunately, we're here to help.' There are two social sharing icons for Facebook and Twitter. Below the article title are three images: a close-up of several beer bottles, a view of a bar counter with beer taps, and a display of beer cans.

A photograph of a man wearing a grey baseball cap with a logo, a dark t-shirt, and a plaid jacket over his shoulders. He is smiling and holding a silver can of London Beer Factory beer in his right hand. The background is slightly blurred, showing what appears to be a brewery or a bar environment.

NEWS BUSINESS

LONDON BEER FACTORY REFRESHES BRANDING

LONDON Beer Factory has refreshed its branding and positioning, and will roll out a new look across its 100 locations by the end of next year.

The company said it has "refocused, reengaged, and strengthened" its brand, and will now be known as London Beer Company. The new look will see London Beer Factory's signature red and white colour palette replaced with warm earthy tones, and its logo will be simplified. London marketing manager at London Beer Factory, its newest brand personality, designed to combine the company's history and tradition with a modern feel and encourage an appreciation for craftsmanship and quality.

"We wanted to make sure that our new look reflected the identity of London Beer Factory," says Ethan Afrum, director of marketing. "Having different packaging and a different look and feel for each brand, alongside well-known brands, was never going to work."

The refresh includes reformulation and a new positioning statement: "Craft beer, made with care, made since 1900, year after year."

London Beer Company will also move its brewery 10 miles away from their South London headquarters in Dulwich to a larger space. The team is creating a new brewery culture, with a focus on craftsmanship and quality, as well as a commitment to sustainability.

"This is a significant step forward for our branding but not identity," says Afrum. "What we're trying to do is take it back to the core of what we do, which is making great beer."

Designed by Chicago-based studio, Draft, with

A close-up photograph of a silver can of London Beer Company beer. The can features a red and orange label with the words "London Beer Company" and "Craft Beer". The background is slightly blurred, showing some brewery equipment.

new design elements by Shulerud, the refresh reflects an evolution in the way London Beer Company sees itself, and how it relates to its consumers and the broader craft beer industry. "The brand is moving to a more mature, sophisticated look, but still keeps the original DNA of the brand," says Afrum. "It's a bit like saying 'we've got a new hairstyle, but we're keeping our roots'."

The brewery will transition into the new look over the next few months, with the first cans hitting shelves in late August.

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New festival to launch in 2020

B

A new beer festival is arriving in February 2020.

The event will take place at The Old Truman Brewery, in London, and will feature 100+ exhibitors, including Craft Beer Week and designed for craft innovation and consumer engagement.

The three-day event will include masterclasses, panel discussions, and a range of food and drink experiences.

Organised by independent organisers, Cider, Pintxos, spirits, wine, craft beers and street food traders, Craft Beer Week will bring together the best of British brewing on one accessible journey and the team will offer lots of free samples so you never have to taste all those different brews on your own. It's free to attend and there's even a free shuttle bus service.

"We're excited to be working with such an accomplished line-up and a diverse mission based on the fact the industry has declined over the past five

years," he added. "There's a real sense of excitement and discovery in the industry at the moment, and we want to play a part in championing diversity and sustainability within the wider beer community."

Initially set to welcome 8,000 consumers and a 1,000 media guests across its 4 day event,

the festival will now host 10,000 attendees and 1,500 media guests.

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10 | September 2019

Beers & Brewer

PRINTWORKS LONDON | 29TH – 31ST JULY 2021

BREW//LDN 2021 will take place at Printworks London, from 29th July – 31st July. Building on the huge success of BREW//LDN 2020, BREW//LDN 2021 will continue to drive innovation and create an unrivalled experience for the UK brewing trade and consumer markets.

BREW//LDN 2021 opens itself to exhibit a limited number of 125 breweries, 10 cider producers, and 4 artisan snack vendors. As well as extensive options for trade stands, alternative brands are welcome to partner BREW//LDN, with prime locations available throughout the event. Combined, BREW//LDN remains the UK's biggest Craft Beer Festival, an opportunity for trade and industry not to be missed.



With issues throughout 2020 shutting down events and much of the hospitality industry, we've not been busy onsite, in fields, venues or the like and so have been able to put a lot of time into how to run BREW//LDN with social distancing in place whilst still allowing us to create meaningful and memorable experiences.

In view of the governments roadmap out of lockdown, the first major change is from our usual February weekend, instead going for a July weekend, in hope of no restrictions on social contact. Secondly, we'll be moving venue to Printworks, and therefore sadly leaving The Old Truman Brewery, where we've been staging beer festivals for 8 years, with every single one having been amazing.

The positives of Printworks are great though. We have a potential 120,000 m² of both indoor and outdoor space, individual rooms, ample seating for every guest, comfortable ability to navigate in large numbers, stacks of toilets, with greater transport links for safer travel. And to boot, it's an awesome space that's added some spectacular events to London's nightlife in its short time on the scene.

The choice of venue was vital to allowing us to stage a great event safely – working with crowd management and H&S advisors we've an arsenal of options we can introduce to fit within whatever guidelines may remain in place come July 2021, including some exciting stuff such as; Private meeting rooms | Larger stand spaces | Zonal timed areas |Online conference rooms to connect with overseas buyers.

As well as the boring stuff (should we need it) such as; Table Booking Service | Timed Entry | Table deliveries | Areas with significant PPE to allow close up interactions | Zones we can operate on capacity control | Extra cleaning and toilets.

Our COVID-19 policy will be updated regularly inline with developing UK Government guidelines.

Event Specifics

- **TUESDAY 27th JULY: 12:00 – 20:00, Premium Stand access and build.**
- **WEDNESDAY 28th JULY: 08:00 – 20:00, Standard Stand access and build.**
- **THURSDAY 29th JULY: 11:30 – 17:00, Trade | 18:30 – 00:00, Consumer.**
- **FRIDAY 30th JULY: 11:30 – 17:00, Trade | 18:30 – 00:00, Consumer.**
- **SATURDAY 31st JULY: 11:30 – 17:00, Consumer | 18:30 – 00:00, Consumer.**
- **SUNDAY 1st AUGUST: 08:00 – 20:00, All access and De-Rig.**

Standard stands feature a 2m pallet bar, hanging chalk board for offerings/tastings notes, and a generic name header board. Breweries are welcome to bring their own bar stands, as long as they don't exceed the 2m x 2m footprint.

Premium stands allow brands to make a bigger impact, offering a 4m x 2.5m footprint for bespoke production. Primely located in the hub of BREW//LDN, the rate includes strategically located 2m x 2m PVC branded signage.

A forklift service for unloading/loading, reasonable electricity hook-up and 1 pallet worth of storage is included in the stand cost. Dispensary equipment, fridges and gas, can all be booked through BREW//LDN at competitive prices.



Rate Card



A significantly reduced amount of exhibitor stands are available, based on a first come served basis – *the first 20 TIER 1 STANDS are available for only £1,000...*

TIER 1 STAND: £1,500 *producing under 29,999 hL/year

TIER 2 STAND: £2,500 *producing over 30,000 hL/year

PREMIUM STAND: £7,000

SNACK STAND: £900

(all prices are subject to VAT charged at 20%)

All exhibitors will benefit from promotional support through the BREW//LDN website and social platforms – the content plan and frequency to be finalised.

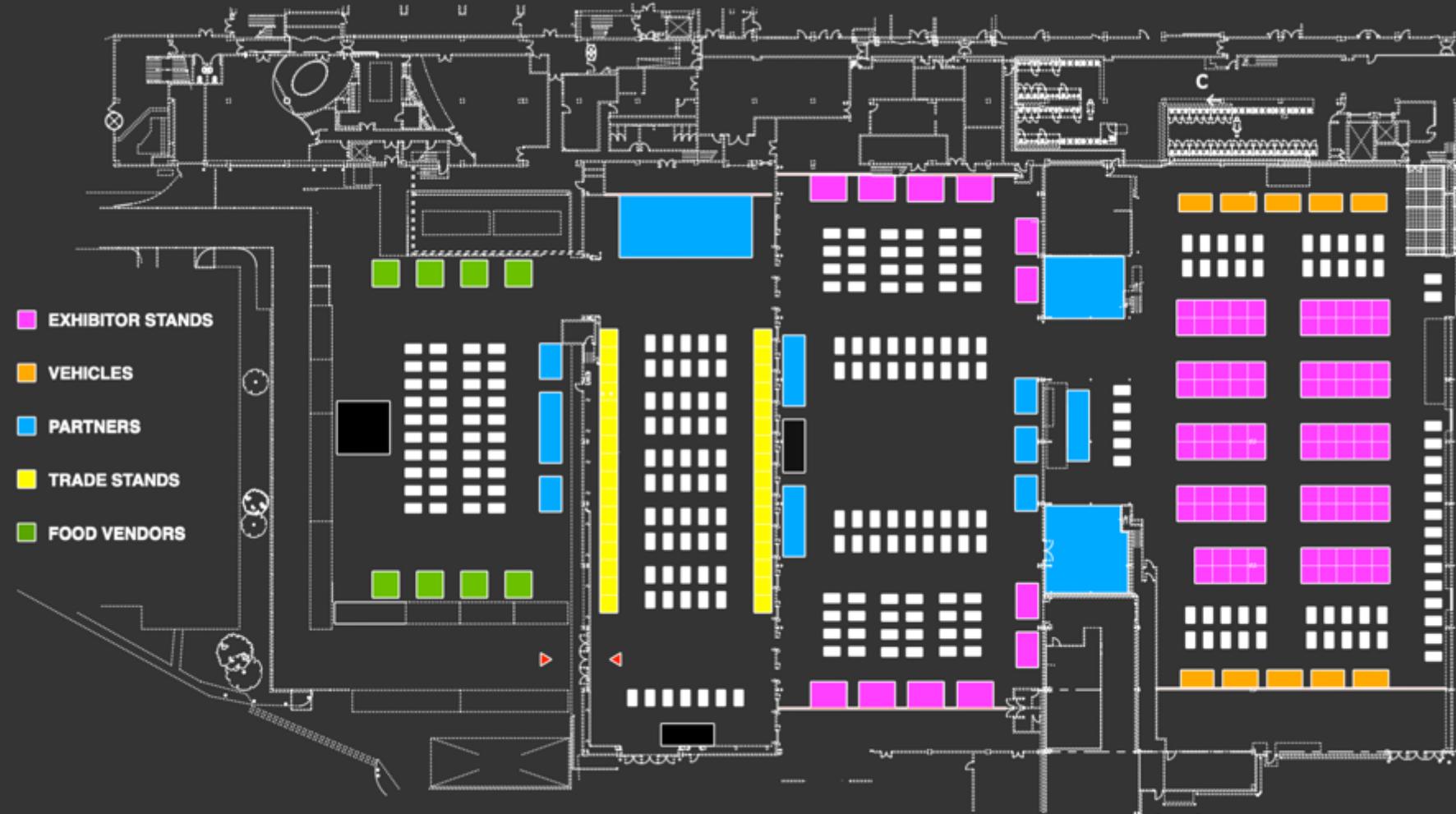
[**CLICK HERE TO COMPLETE YOUR ONLINE BOOKING FORM**](#)

Confirmed exhibitors will be listed in order of the date their online booking form is received – this order will be used for exhibitor stand selection once the event floorplan is confirmed inline with relevant COVID-19 Restrictions.

For any questions, please Email chris@brewuk.beer or call 07979 802433.



Brew//LDN 2021 Floorplan



Marketing Opportunities

We have created a number of ways in which your brands or business can engage with our consumers - 'Drinks Enthusiasts'

Trend Tracker:

- In conjunction with KAMedia
- 15 set questions designed to track drinks consumption habits over a year.
- Track trends, trial products, test concepts.

Email Marketing:

- A monthly trade and consumer email

Bespoke Email:

- A designated email designed by you
- Advertorial and designated email with content

Designated Campaign:

- A multichannel campaign encompassing email, social, live and DTC

For further information including full rate card please click [here](#)



BREW//TAPP: A single destination we can drive our community to, for ordering beers DIRECT FROM BREWERIES, straight to their door, consistently, and without hassle...

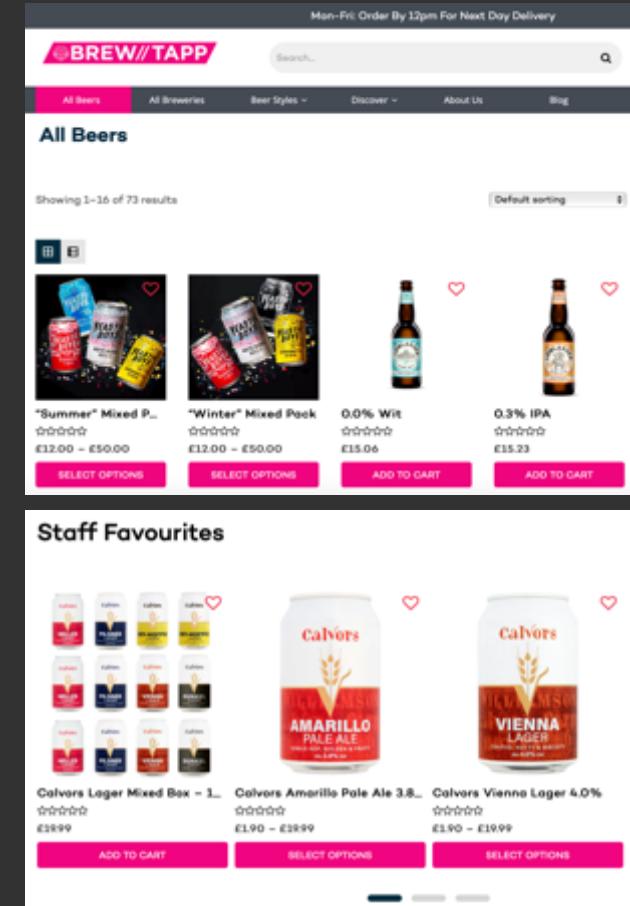
You can list products in any format you like in your very own BREW//TAPP webshop, and we'll basically do everything else:

- **Promote it to the Brew//LDN community**
- **Manage the consumer transaction with secure payment and their own online account (and instantly pay you at the same time)**
- **Manage the UPS carrier to swing by your brewery every day to pick up any orders so we can guarantee next day delivery with a tried and tested courier**

What's the cost?

- **Setting up, launching, and maintaining your active store is FREE.**
- **BREW//TAPP's fee is 22% of gross sales per order.**
- **The customer pays shipping costs (per unique Brewery order).**

For further information, and/or to list your products please click [here](#)



The screenshot displays two main sections of the BREW//TAPP webshop:

- All Beers:** Shows a grid of beer products. One item is highlighted: "Summer" Mixed Pack (0.0% WIT) priced at £15.06. Buttons for "SELECT OPTIONS" and "ADD TO CART" are visible below the product card.
- Staff Favourites:** Shows a grid of Calvers beer cans. One item is highlighted: Calvers Amarillo Pale Ale 3.8% (£1.90 - £29.99). Buttons for "SELECT OPTIONS" and "ADD TO CART" are visible below the product card.

