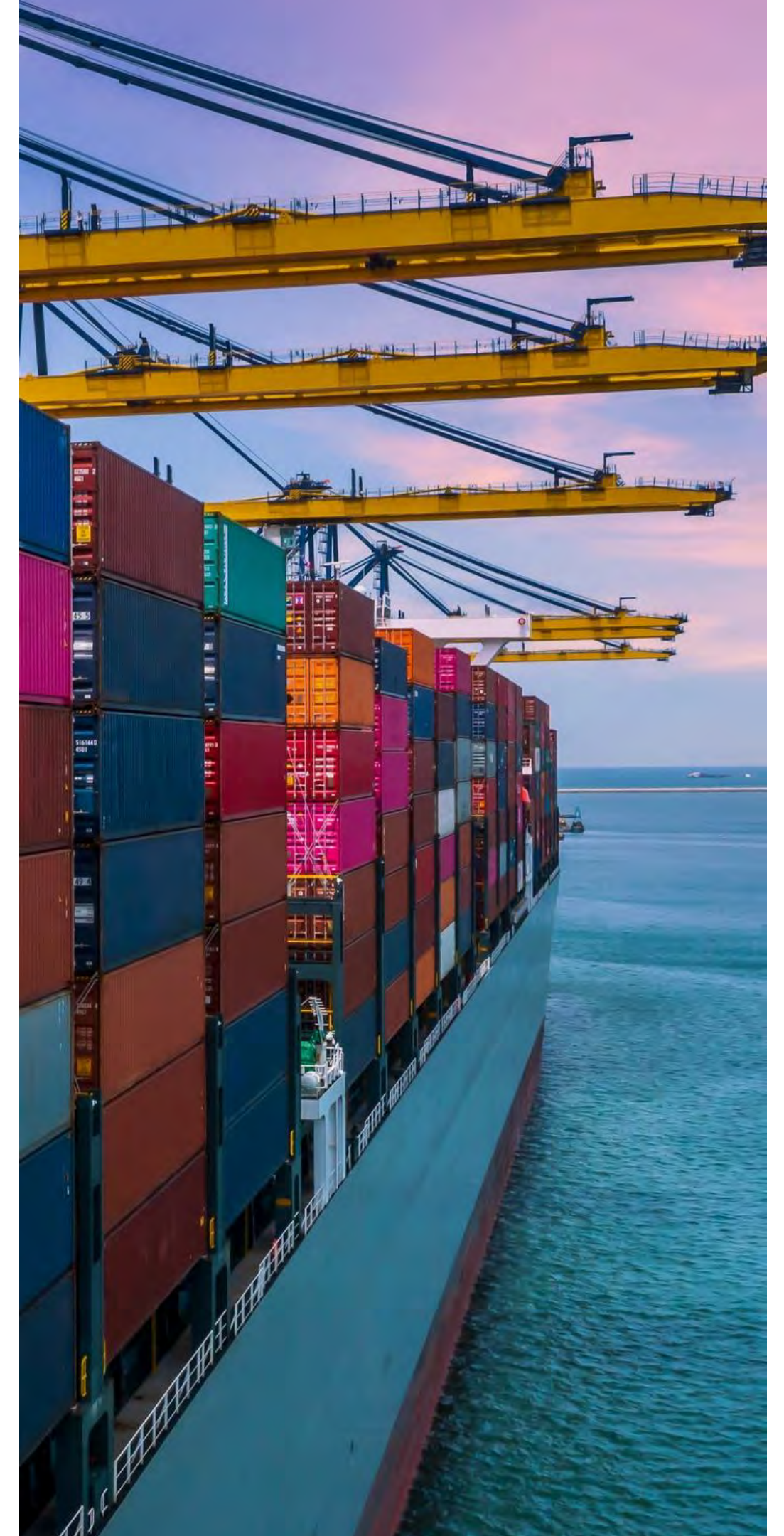




Targeted Events for New England Food and Beverage Suppliers

Two Opportunities to Explore the UK Market!

- **Bar Convent London**
June 30 – July 1, 2025
Target: Craft beer and cider producers
- **lunch! Trade Show**
September 24 – 25, 2025
Target: Specialty foods and beverages



Bar Convent London

- New show in London from strong organizer of global bar shows
- Great way to meet sector buyers looking for new products at established event – increase opportunity for ROI
- Ability to tie into show PR with unique story of New England craft producers



Rationale for Event Selection

lunch! Trade Show

- Targets Café, Coffee Shop and Food-to-Go Operators
- Co-Located with National Restaurant, Pub & Bar Show
- Also attracts department stores, specialist caterers, tea rooms and sports/gym venues.

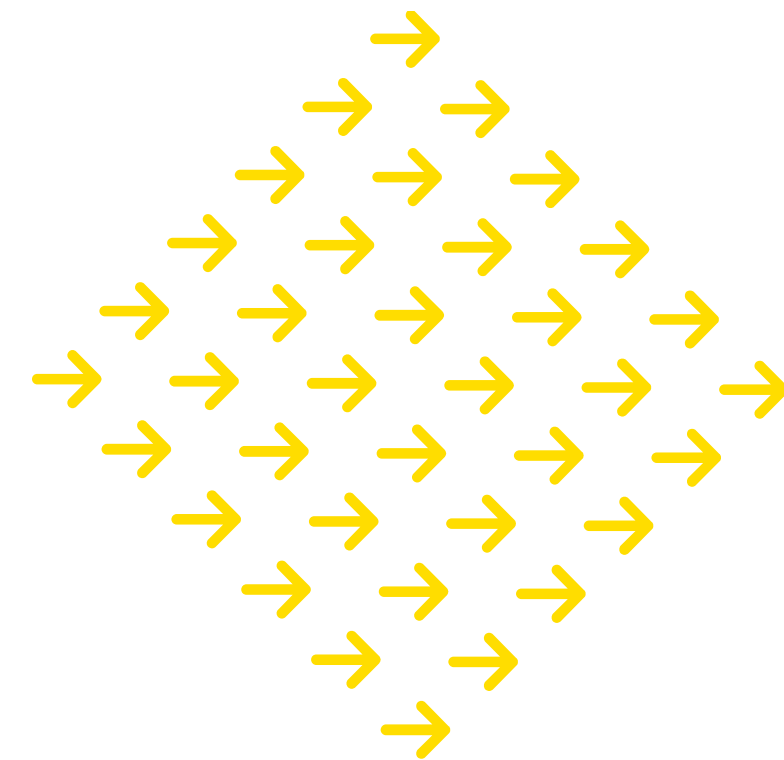


Rationale for Event Selection

Bar Convent London

June 30 – July 1, 2025

- Target Supplier Participants:
 - **Craft beer and cider producers (Priority), including no/low alcohol**
 - Producers of other beverages or mixers
- Food Export will create a New England-themed booth to showcase up to **12** suppliers.
(no supplier travel required)
- Two slots reserved per New England State.
- Food Export team will curate product selection for best mix for UK market

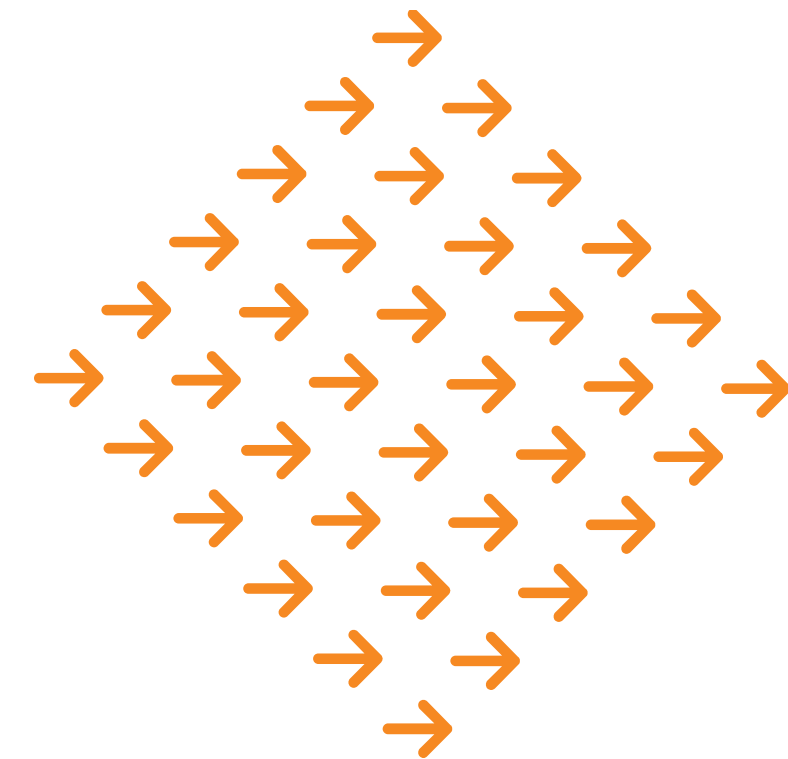


Bar Convent London - UK

- Supplier services offered:
 - Pre-event Virtual Consultation with UK In-Market Representative
 - Sample Shipment Instructions
 - Shipping and Customs Clearance to UK
 - Pre-show outreach to trade
 - Product sampled at show
 - On-site representation by IMR
 - Post-show report with leads
 - Post-show Virtual Consultation with IMR
 - Activity Coordinator support

Bar Convent London

June 30 – July 1, 2025



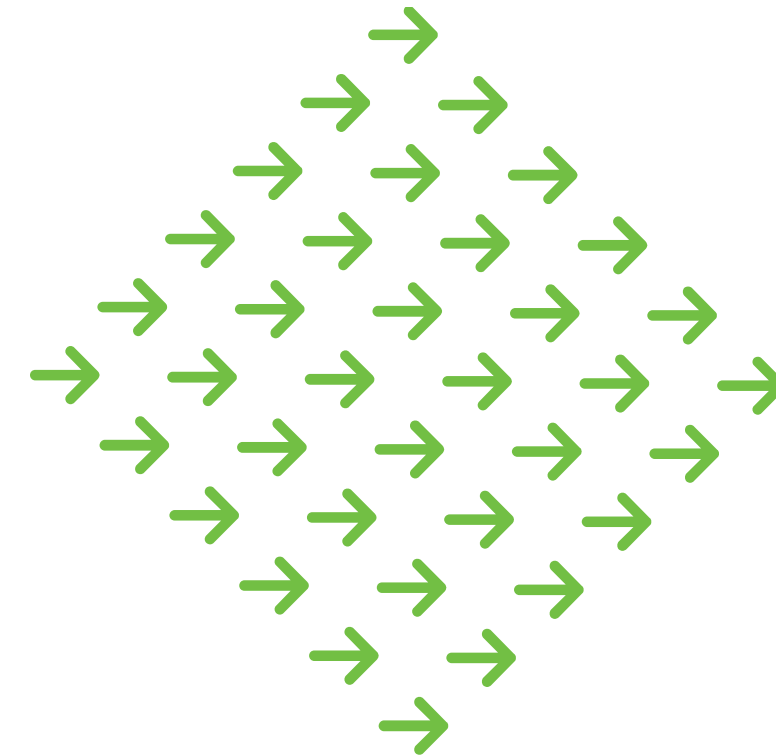
Bar Convent London - UK

Supplier Selection Process

- Aim for 12 participants
- Each Member State nominates 2-3 suppliers
- Nominees reviewed by IMR for best fit with UK market and diverse selection
- Inclusion of no- and low-alcohol beers/ciders highly recommended.
- Suppliers not selected could participate in future events.

Bar Convent London

June 30 – July 1, 2025



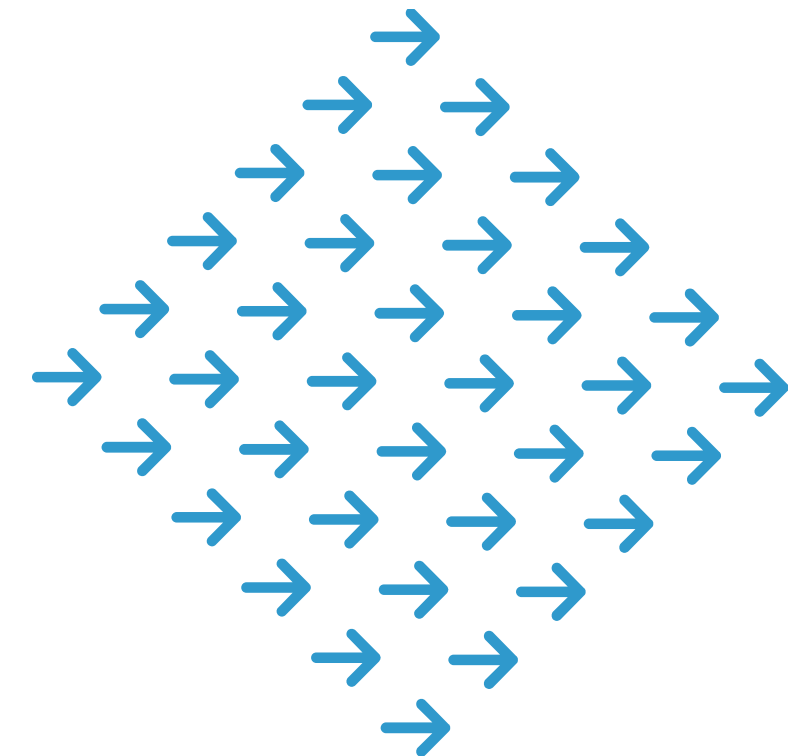
Bar Convent London - UK

Selection Criteria

- Interest in exporting and sufficient production
- Interest in the UK market
- Products with unique regional flavors, colorful brand stories, and/or low or no alcohol products
- Willingness to participate in pre-event Virtual Consultation with IMR
- Willingness and ability to meet all activity deadlines
- Able to send samples to US consolidation point for the show
- Committed to following up with trade leads after the show

Bar Convent London

June 30 – July 1, 2025



Bar Convent London - UK



Identify Potential Suppliers in your State

Partner with Food Export Liaison for Outreach

Help with participant communication



Bar Convent London - UK

Next Step – Outreach!

Simple Application due Tuesday, April 8th



New England Craft Beverage Exhibition at Bar Convent London

London, UK
June 30 - July 1, 2025

Apply Today!

*To ensure diversity and manage space, supplier applications will be reviewed before final acceptance.



<https://forms.office.com/pages/responsepage.aspx?id=3aNEXTuwlk-VQwopxL20wjMILP3AVT8Cm5oz6H8qNNUJMI4QVt4KRvISk9FUEHzWUhtVEIGQVA2SS4ukroute=showurl>





FREE REGISTRATION

ABOUT THE EVENT:

Food Export, in collaboration with its New England member states, is organizing a pavilion showcasing craft beverage producers at the upcoming **Bar Convent London Show**. A limited number of craft beer, cider, and low/no-alcohol beverage makers will have the opportunity to have their products displayed and sampled.

SUPPLIER SERVICES PROVIDED:

- Pre-event virtual consultation with Food Export's UK In-Market Representative (IMR)
- Instructions for sending product samples to the U.S. consolidation point
- Suppliers must provide and ship product samples to the U.S. consolidation point
- Pre-show outreach to the UK trade by Food Export's IMR
- Food Export covers shipping and customs for samples to the UK
- Products sampled and literature displayed at the trade show booth
- IMR staff provides on-site representation at the show
- Post-show report includes product feedback and list of top leads

MUST BE A PRODUCER OF:

- Craft Beer
- Craft Cider
- Mixers
- Low/No-Alcohol
- Soft Drinks



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Bar Convent London - UK

Key Deadlines

Supplier Nominations Due:	April 8, 2025
Suppliers Finalized:	April 22, 2025
Finalize Sample Shipment Instructions:	April 25, 2025
Virtual Consultations with participants:	April 28 – May 9, 2025
Collection of Supplier Materials:	May 15, 2025
Samples to Freight Forwarder:	May 23, 2025
Product Clearance and Storage:	June 18, 2025
Product Delivery to Show:	June 28-29, 2025
Post-Show Reports to participants:	July 25, 2025



Bar Convent London - UK

Questions?

Additional information on **lunch!** opportunity to come!

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