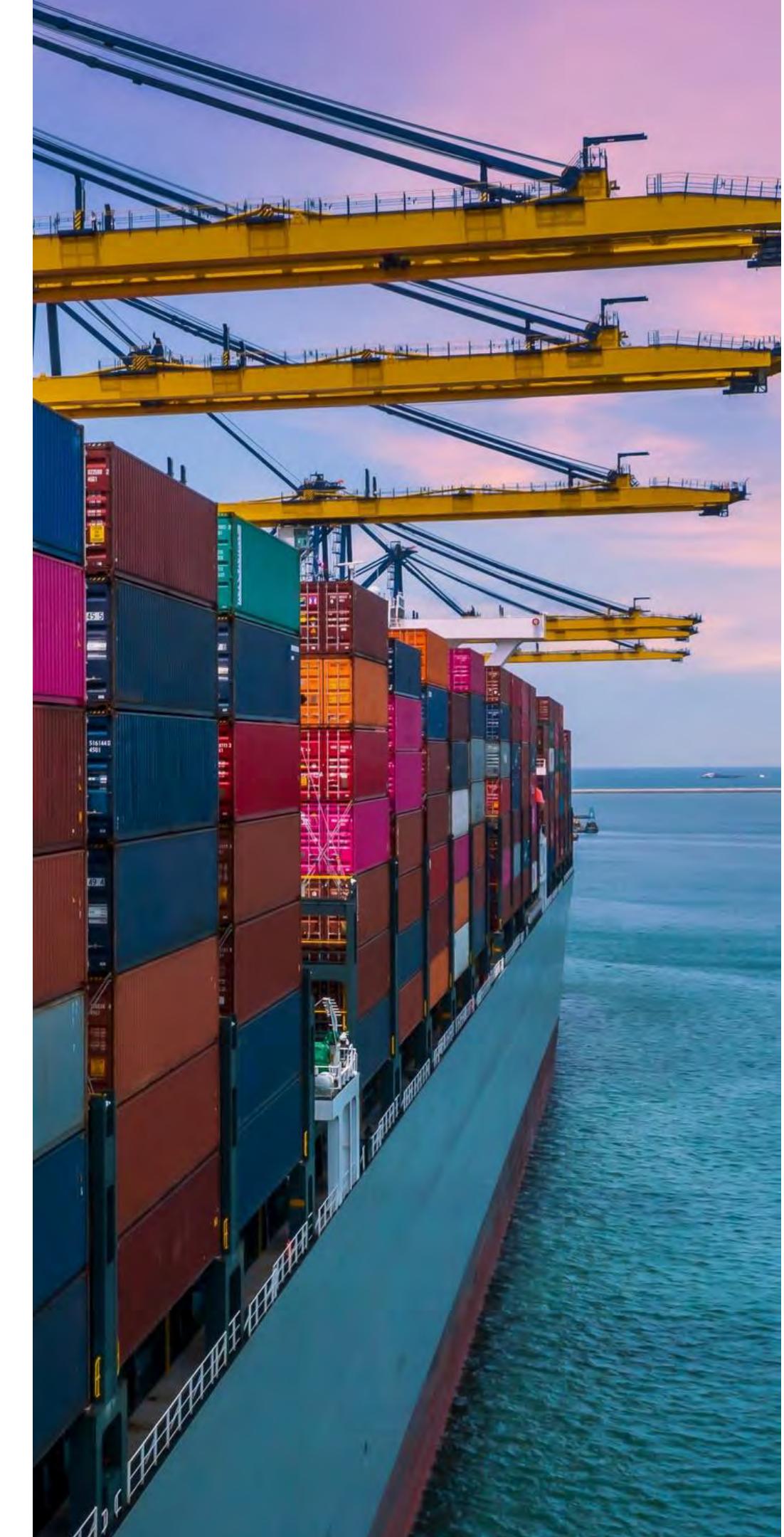




Targeted Events for New England Food and Beverage Suppliers

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.

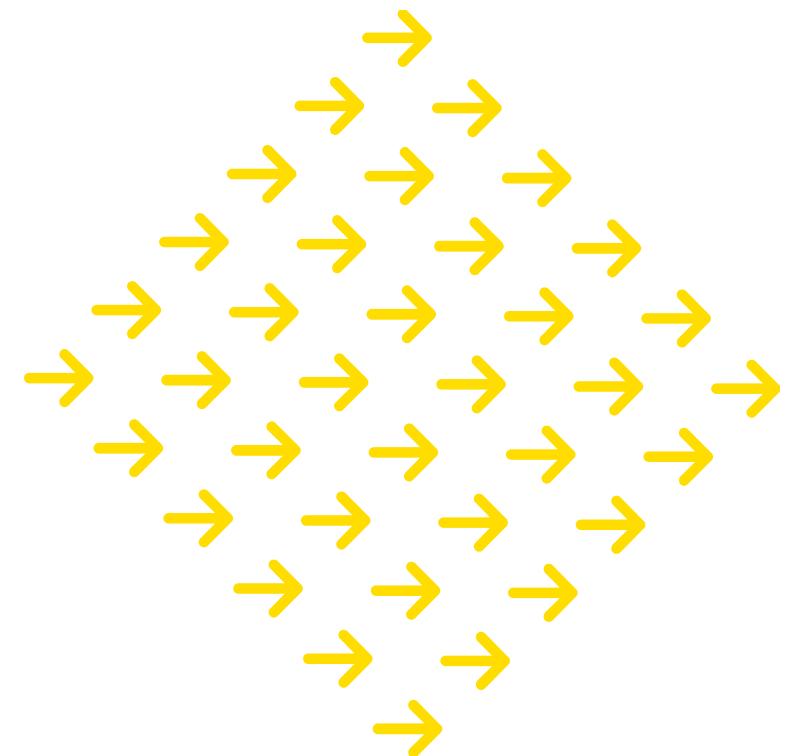


Rationale for Event Selection

- 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

June 30 – July 1, 2025

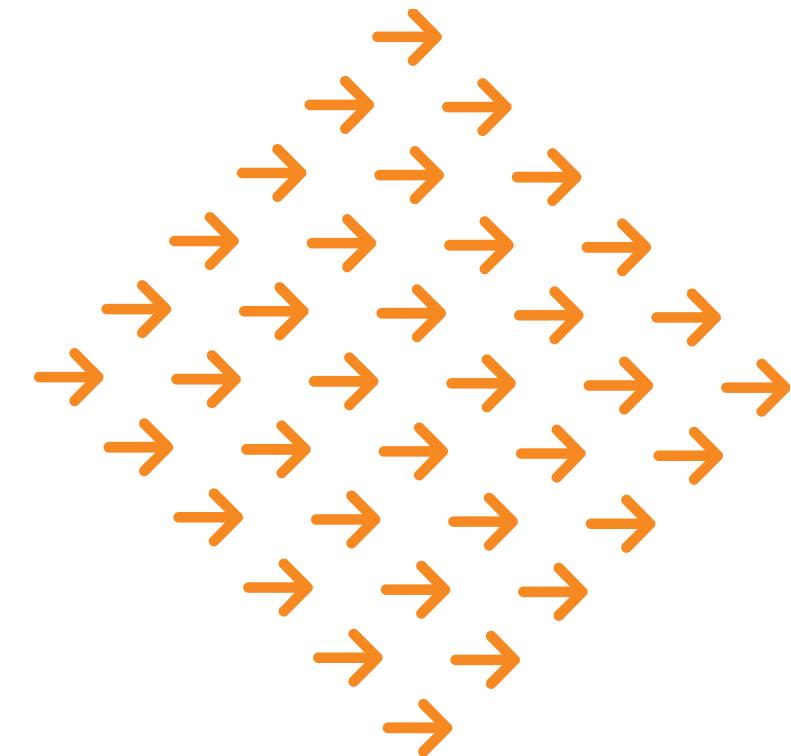


Bar Convent London - UK

- 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



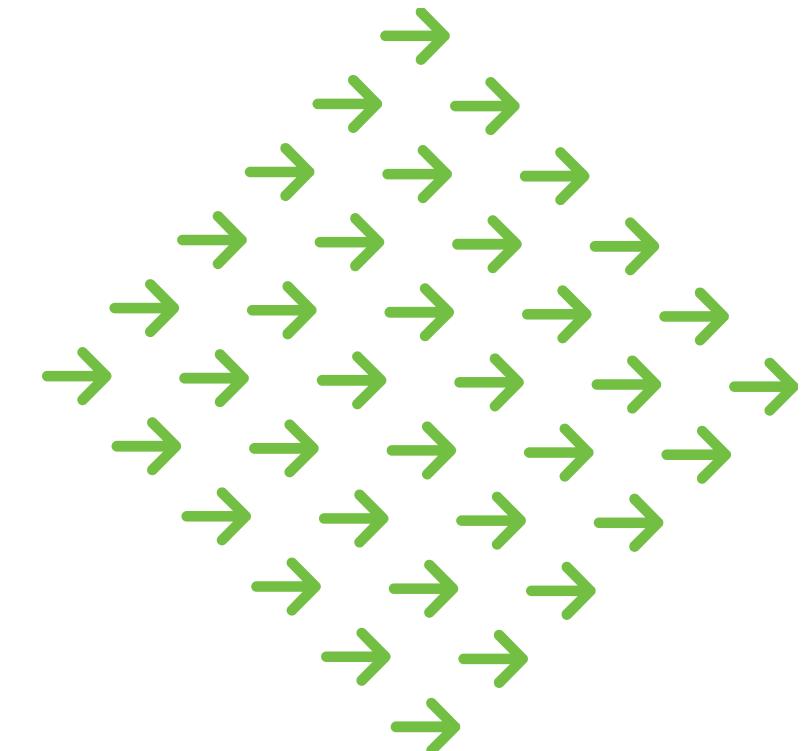
Bar Convent London - UK

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

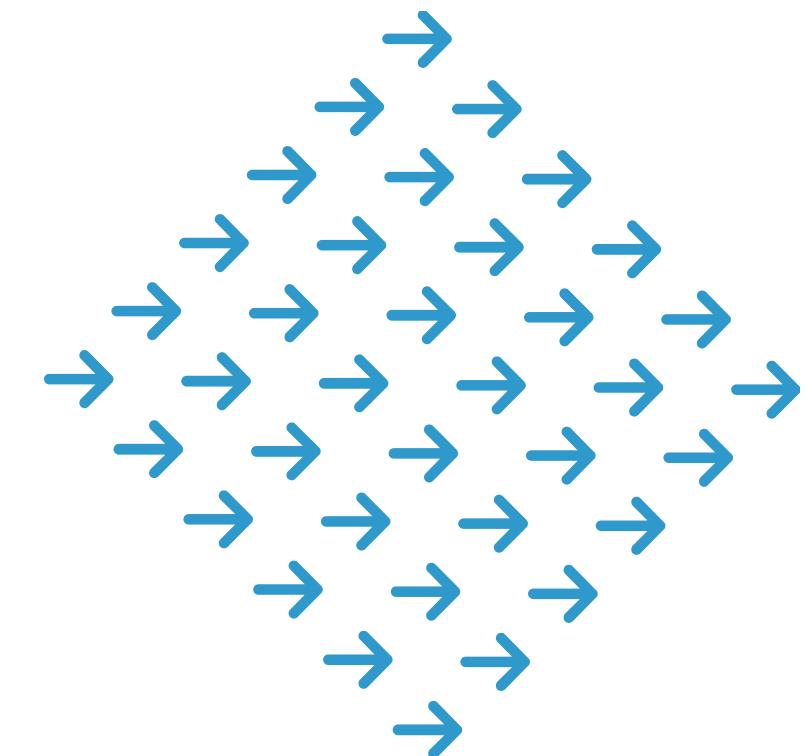


Selection Criteria

- 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

Simple Application due Tuesday, April 8th

Next Step – Outreach!



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/pag/responsepage.aspx?id=3aNEXTuwlk-VQwpx120wJMLP3AV13Cm5qz61SpNNUMa0VtdKRV5Sk9FUEzWWhTVEIGQVA2SS4u&route=shorturl>

WE'RE HERE TO HELP!

Kim Hamilton
Program Specialist
khamilton@foodexport.org
+1 312-334-9228

Suzanne Milshaw
Activity Coordinator
smilshaw@foodexport.org
+1 610-906-2721



**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

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) or the USDA. Persons with disabilities who require alternative means of communication (information in large print, braille, audio tape, or electronic format) should contact us. Food Export-Midwest and Food Export-Northeast provide discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial parental status, income derived from a public assistance program, political beliefs, reprisal in retaliation for prior civil rights activity, To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, and at http://www.fas.usda.gov/complaint_filing_cust.html. To file a disability complaint, complete the USDA Disability Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at http://www.fas.usda.gov/complaint_filing_cust.html. Both files are available at the FAS website at http://www.fas.usda.gov/ or at the USDA Disability Information Line at (800) 727-9545. USDA is an equal opportunity employer and provider. Food Export Midwest and Northeast do not tolerate fraud and are explore in preventing fraud in any of our programs. Food Export reserves the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/participation



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



Questions?

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

Suzanne Milshaw

smilshaw@foodexport.org

(610) 906-2721





Follow
Us On
Social
Media!



@Food Export - Midwest &
Food Export - Northeast



@FoodExports



@Food Export-Midwest &
Food Export-Northeast



@foodexports4941



@foodexportsusa



Thank you

Visit us online at
www.foodexport.org