

TRADE SHOW

2025 WUSATA PAVILION AT IFE LONDON

Monday, Mar 17 - Wednesday, Mar 19, 2025
Registration: Monday, Oct 21, 2024 - Friday, Feb 7, 2025
ExCeL London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL | United Kingdom | Europe

https://www.wusata.org/e/U9FBT83

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2025 WUSATA Pavilion at IFE London

London, United Kingdom

March 17-19, 2025

International Food and Drink Exhibition (IFE) is the United Kingdom's largest and most successful product sourcing platform and takes place at ExCeL London as part of Food, Drink & Hospitality Week. Brand owners and manufacturers from all over the world can meet face-to-face with retailers, wholesalers, import/exporters, and hospitality professionals across the three days to showcase their products to buyers who are actively on the hunt for the latest innovations across food and drink.

Access a large market for U.S exporters: the UK's GDP of $3.09 trillion makes this the world's sixth largest economy, and a stable trading partner for the U.S.

There are two options for participation in IFE:

1. **Exhibit at the show with a kiosk in the WUSATA pavilion (Available until January 31st only)**

- Receive a kiosk with signage and seating.
- Each company gets one hotel room for five nights.
- Have your products featured in the chef demonstrations conducted by WUSATA's chef in the WUSATA pavilion.
- Cost: $3,000
- **Registration Deadline: January 31st**

OR

2. Send product to be included in a chef demonstration.

- The chef demonstration will be conducted by WUSATA's own chef within the WUSATA pavilion.
- Your product will be on full display while samples are being served.
- No travel required for this opportunity.
- Sample shipping cost included in registration fee.
- Leads will be generated and reported to you.
- Cost: $500.
- **Registration Deadline: February 11th.**

Benefits of Participation:

- Expand sales to the UK market.
- Connect and meet with premier buyers from the UK and Europe.

PRODUCT DESCRIPTION

Featured products include but are not limited to processed fruits & vegetables, meat, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

INDUSTRY FOCUS

Consumer Oriented | Ingredient | Retail Products | Specialty Beverage

BUYER AUDIENCE

United Kingdom

- See regional trends in the food and beverage market.
- Showcase products to over 30,000 visitors.
- IFE is part of Food, Drink & Hospitality Week in UK for more coverage.

Itinerary:

March 16: Set up day

March 17-19: Tradeshow open