

THE LONDON WINE FAIR

The trade show returns to Olympia London for charm, elegance and seamless customer service.

Event Type: Trade
Visitors: 11,200

Venue: Olympia National
Organiser: Brintex Limited



After a 13-year hiatus, the London Wine Fair returned to Olympia London in June 2014 – and toasted a hugely successful show.

With a new brand, a new look and a new name, the event welcomed over 11,200 visitors; an 11% increase on the previous year. That, along with more exhibitors than ever before, made this year's London Wine Fair the most prosperous to date.

Having moved from the venue in 2001, Brintex Limited knew that the UK wine industry was after a fresh approach and therefore a new venue for the show. The recent renovation of Olympia London appealed to the organisers with factors such as the new cooling system and improved traffic management scheme playing an important part in the move back to their original West London home.

The show used multiple spaces; Olympia National, West and Central. Their takeover of the three venues highlighted Olympia's versatility and further proved the connectivity of each space.

Will Broadfoot, Marketing Director for the event, said:

"Many still consider Olympia London to be the spiritual home of the London Wine Fair, and I have to agree. It has a charm and elegance that reflects the wine trade rather well...and the customer service is seamless. The show buzz was fantastic, the natural light a real tonic and the show's new branding blended perfectly with the surroundings. Rather like a fine Bordeaux, Olympia London has a depth of character that's not easy to find anywhere else."