

SPECIALITY & FINE FOOD FAIR

Speciality & Fine Food Fair welcomed over 11,000 visitors to Olympia National in 2013.

Event Type: Trade
Visitors: 11,780

Venue: Olympia National
Organiser: Fresh Montgomery Ltd.



Speciality and Fine Food Fair relocated to Olympia Grand in 2008 having previously taken place in the smaller Olympia National and, like its event space, the fair has grown and grown. The 2013 edition featured 650 exhibitors ranging from Fairtrade chocolatiers to emerging drink brands and over 11,500 members of the fine food industry visited across the three days.

A highlight of the fair was the Speciality Chocolate Fair. This was the UK's only dedicated trade event for fine and artisan chocolate, providing a unique and focused platform to showcase luxury and gourmet chocolate to top buyers such as Harrods and Fortnum & Mason.

Another key feature, The Fine Food Forum, offered a dynamic and live demonstration kitchen where practical tips and ideas were presented by the best in the business.

Event Director Soraya Gadalrab said:

"The popularity of this year's event shows that the economic engine of the regional and artisan food and drink industry is firing on all cylinders. There was a real buzz on the show floor and exhibitors have already reported significant levels of business conducted at the show. We placed a huge emphasis on the visitor attractions to ensure they really appealed to food industry professionals. The chef demonstrations in the Fine Food Forum drew huge crowds, while it was standing room only at the majority of Small Business Forum talks."

Olympia provides the perfect backdrop to Speciality & Fine Food Fair. The architecture of the building invokes the feeling of a farmer's market and the Central London location ensures that the key players in the fine food industry have no reason not to visit."