



natural  
& organic  
**FOOD SHOW**

16-17 SEPTEMBER 2026 EXCEL | LONDON

INCLUDING



CO-LOCATED WITH



THE LONDON  
**FOOD & DRINK**  
SHOWS 2026





# Why be part of an international pavilion at Natural & Organic Food Show?

Three Exceptional Shows – Two Incredible Days



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**ARTISAN  
FOOD  
&  
DRINK  
SHOW**

**Natural & Organic Food Show –**  
UK Retail and Overseas Distribution



**lunch!**

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**lunch! – The**  
National Food  
to Go Show



**THE NATIONAL  
RESTAURANT,  
PUB & BAR  
SHOW**

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**National Restaurant  
and Bar Show –**  
Food Service and  
Hospitality

■ **Support of three targeted industry marketing campaigns** to drive the right buyer to your stand

■ **9500 Visitors**  
combined across three  
industry leading events

■ **650  
Total  
Exhibitors**

## Promotional benefits

- Promoted on the Natural & Organic Food Show website on our 'International Pavilions' section
- Included in an official international focus press release to be distributed to all relevant press
- Included in the distributors wanted programme
- Targeted email to distributors data in advance of the show
- Featured pavilion of the week for socials, exhibitors of the pavilion to be highlighted
- Full Page of advertising in Show Guide handed to every visitor (subject to artwork being submitted by the pavilion organiser)
- Opportunity to nominate VIP visitors and we will invite on your behalf
- Individual standard exhibitor listings offered to each exhibiting brand
- Opportunity to share assets on products being showcased in the Pavilion – these assets will be considered for extra PR, newsletter and social content.
- Enhanced exhibitor support webinars around logistics, importing products into the UK and tips on how to exhibit successfully
- Included in one newsletter

## We can offer you a complete package which includes the design and build of your pavilion with a package:

- Pavilion design and build to include white 2.5m high panel walls
- Company name on fascia board
- Country branding on fascia board
- Light Fitting
- Carpet
- Space only





# natural & organic FOOD SHOW

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30 years of bringing together the **Natural & Organic Sector** and growing brands

INCLUDING

**ARTISAN  
FOOD  
&  
DRINK  
SHOW**



In 2024,  
the total Organic  
Food & Drink market  
grew by **7.3%**,  
reaching

**£3.7bn** in sales

\*Nielsen IQ 2025

**59%**

of supermarket  
shoppers are buying  
organic Food &  
Drink in 2024

\*SA Organic report

Organic unit  
sales grew by

**8%**

in 2024 –four times  
more than total food  
and drink (4.7%)

\*SA Organic report



## Key Stats

**87%**

of visitors authorise or  
influence purchasing decisions

**80%**

of visitors are  
C-level stakeholders

**95%**

of buyers from  
UK and Ireland

## Companies you will meet:

**Abel & Cole Ltd** | Aito | **Better Foods** | Carnival Cruises | **Carrefour UAE** |  
CLF Distribution | **C N Foods Distribution** | Country Life | **Daylesford Organic** |  
Epicurean Fine Foods | **Eco warehouse BV** | Gate Group | **Harvey Nichols** |  
Hilton Hotels | **Holland & Barrett UK, The Netherlands & UAE UK** |  
Horans Health Store | **Hunts** | Independent Ireland | **Infinity Foods** |  
John Lewis Partnership - Waitrose Ltd | **Londis Supermarket** | Lidl Sweden |  
**Minecofoods Sweden AB** | Moorey's | **MSC Cruises** | National Trust |  
**Natur-Import AS** | Nordic Premium Denmark | **Ocado Retail** |  
Oliver's Wholefoods | **Planet Organic** | Queenswood |  
**Scoop Wholefoods Singapore** | Sodexo | **Suma Wholefoods** | Sunkost |  
**Supercity** | Tesco Stores | **TJX EUROPE** | TK MAXX | **Whole Foods Market**



# lunch!

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## SERVING THE FOOD-TO-GO SECTOR

### Key facts from lunch! 2024

100%

of exhibitors said they achieved their objective of increasing brand awareness‡

95%

of visitors will recommend visiting **lunch!** to their colleagues

93%

of exhibitors said they achieved their objective of meeting new customers‡

85%

of visitors authorise or influence purchasing decisions\*

56%

of visitors had a spend of £1m+ (29% of which have £10m+ budgets)\*

48%

of visitors have plans to open new sites in the next 12 months\*

“

**lunch!** is really important to our industry. You can see unbelievable ideas and innovative suppliers all in one place.”

**JULIAN METCALFE OBE,**  
FOUNDER AND GROUP CEO, ITSU



### Companies you will meet:

**Gails Bakery** | M&S | **Greggs** | Itsu  
| **British Airways** | Pret A Manger  
| **Wild** | **Bean Cafe** | FCB Coffee |  
**Patisserie Valerie** | Subway | **Leon**

\*Numbers relate to attendees who specified **lunch!** as their primary interest for 2024.  
‡Numbers relate to survey respondents.



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SERVING  
THE UK  
HOSPITALITY  
AND FOOD  
SERVICE



Key facts from *Casual* DINING 2024

**98%**

of visitors were looking to discover and evaluate new products and services ‡

**83%**

of visitors authorise or influence purchasing decisions †

**59%**

of visitors plan to purchase products/ services as a result of attending the show ‡

**58%**

of attendees plan to open new sites within the next 12 months †

**40%**

of visitors had a spend of £1million+ (19% of which reported £10m+ budgets) †

“

This is an excellent exhibition for the industry and probably the best trade show in the whole world.”

TIM MARTIN, CHAIRMAN,  
JD WETHERSPOON



**Companies  
you will meet:**

**Brewdog** | **Honest Buregrs** | **Rudy's Pizza**  
| **JD Weatherspons** | **Liberation Group** |  
**Shephead Neame** | **Bidfood** | **GateGroup**  
| **Hilton Hotels** | **Soexo** | **Whibrad** | **Pizza**  
**Express** | **Wahacha** | **Wagamamma**

† Numbers relate to attendees who specified **Casual Dining** as their primary interest for 2024.

‡ Numbers relate to survey respondents.