



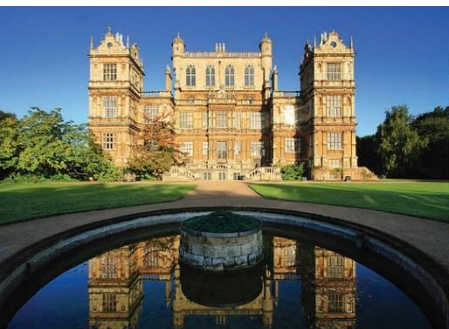
GREAT FOOD & DRINK FESTIVALS



Great Food and Drink Festivals

The purpose of the Great Food and Drink Festivals is to curate events that enable our clients to sustain, grow and expand their businesses alongside their regional footprint. The events allow companies an opportunity to access a specific marketplace, whilst showcasing and demonstrating their brand or products.

The festivals will be set in the amazing grounds of some of the UK's most prestigious venues such as Nottingham Castle, Newstead Abbey and Wollaton Hall, with new venues for 2016 including Calke Abbey, Prestwold Hall, plus our Great Nott's Show takes place in Nottingham's Old Market Square which is now in its 5th year.



2016 see's seven big shows, one big year!

The biggest consumer food shows in the midlands running over the last 5 years, with a wide selection of some of the biggest names in the culinary world

The Great Food and Drink Festival attract over 200,000 foodies from throughout Central England and beyond. Over 750 exhibitors attending our events.

We have a potential reach of over 33 million through our associated Marketing and PR campaigns (STEAM data study).

Chefs for this year see some of the industry's leading names such as:

- **Paul Hollywood**
- **Tom Kerridge**
- **Gregg Wallace**
- **Simon Rimmer**
- **Dean Edwards**
- **Adam Simmonds**
- **Craig Floate**
- **Johnny Puskai**
- **Jean Christophe Novelli**
- **Marcus Bean**
- **Aldo Zilli**

Plus stars from BBC's Great British Bake Off appearing in 2016 plus much more.

Please contact the office to see check which chefs are which shows.

All chefs are subject to change





GREAT
FOOD & DRINK
FESTIVALS

Get Involved or Sponsor

Whether you are a food or drink brand or product or you simply want to talk to the **200,000** visitors there are so many ways to do so.

Benefits

- Engagement with visitors
- Sample or demonstrate products.
- Brand and product awareness
- Demonstrate new and exciting products
- Direct selling and data collection

Sponsorship Packages

- Event Headline Sponsor
- Kitchen Demonstration Theatres
- The Producers' Village
- Bespoke stages and themed features
- Product supply and product placement
- Themed restaurants and bars
- Visitor guides
- Goodie bags
- Live Music Stage

Prices start at £1000, please contact the office for more details



Event Headline Sponsor - Our headline sponsorship allows your company to take the lead on these prestigious events, brand will feature on all press releases, booking forms and every piece of associated marketing including flyers, banners, apps, website, all press releases with our partners and publications and media mail shots. This will also include extended space if required at the event to add brand awareness – **£8k**

Main sponsors - Our main sponsorship will give your company the opportunity to feature on all press releases, booking forms and every piece of associated marketing including flyers, banners, apps, website, all press releases with our partners and publications and media mail shots. This will also include space at the event – **£5k**

Kitchen Demonstration Theatres/Chefs – Having your brand placed alongside some of the biggest names in the culinary world boast a great opportunity for brands sponsoring this section. A majority of photos and press will take place in these areas due to the demand of the chefs, Your brand will feature on all the associated press and also the backdrops in the main kitchen, meet and greet areas and book signing areas. – **£2k**

The Producers' Village – Main marquee areas which feature all local and regional producers (around 100) this is where 99% of the people attending will visit at some point throughout the weekend. Interior and exterior branding is available and allow the sponsor to also have space at the event - **£2k**

Bespoke stages and themed features – These areas are for companies who want to bring in their own stages and set ups, anything from car companies to hot tubs etc, great way of attracting a crowd – all packages are bespoke and are based on size and scope - prices start at **£750**

Product supply and product placement – This will depend totally on your product, a stand marketing mixers or kettles would cost considerably less than someone wanting to sell a motorhome, we can work with whatever the customer wants and we can package accordingly. These could also include from a knife to white goods etc – Prices start at **£750**

Themed restaurants and bars – This give a chance for a local, regional or national bar or restaurant to come along and set up as they would in their own establishment – prices start at **£2k** depending on size and whether bar/restaurant

Visitor guides – Get your companies brand all over the visitor guide that will be given to every person coming through the gate, a great way of having brand retention as visitors take these home. This would include brand on front page, inside double page spread and associated blogs and social media coverage – Prices start at **£1.5k**

Goodie bags – these are another great way to get brand retention, handing out on all entry/exit, these forms of media get used time and time again, dependant on the quality of the bag can be used for years - Prices start at **£2k**

Live Music Stage – Similar to the kitchens as the music stages are a great focal point, a gathering place for all...most people will sit, eat and drink for hours at a time in these areas so serve as a great place to add branding – Prices start at **£750**

Tom Kerridge

Jean Christophe Novelli

Rustie Lee

Aldo Zilli

Simon Rimmer

Dean Edwards

Paul Hollywood

Gregg Wallace

Brian Turner

Our visitors are passionate foodies and want to taste, sample, buy and learn more about food and drink.

What with a vast mixture of great food and drink, live music and entertainment we have all the ingredients for a great day out.

Total visitors **200,000+**

Female visitors **68%**

ABC1 audience **88%**

Average age **40**

Total spend at the Shows **£2.64 million** (based on PPH spend and entrance)



April/May – Great Food and Drink Festival – Leicestershire

Date - 30th April 1st May, 2nd May

Venue - **Prestwold Hall**

Expected visitors - 12,000

- **Aldo Zilli** - Italian-born celebrity chef who specialises in Italian cuisine.

- **Jean Christophe Novelli** - Jean Christophe Novelli is a 5 out of 5, AA Rosette and multi Michelin Star award winning chef who has also been dubbed “The Nation’s Favourite French Chef”

- **Marcus Bean** - Marcus Bean is now a regular chef on ITV’s This Morning, cooking for Holly Willoughby & Phillip Schofield and other presenters on the show

May – Great Food and Drink Festival – Nottinghamshire

Date - 28th-30th May

Venue - **Nottingham Castle**

Expected visitors - 15,000

- **Tom Kerridge** - Tom Kerridge, has appeared on television in series five and six of the Great British Menu, supplying main courses to the final banquet on both occasions, a regular as a judge on the programme every year since competing and appears on Saturday Kitchen

- **Gregg Wallace** - Best known for co-presenting MasterChef, Celebrity MasterChef and MasterChef: He is also a writer, media personality and former greengrocer, costermonger and farmer.

- **Rustie Lee** - Rustie Lee; a Jamaican celebrity chef that focuses on amazing Caribbean food, TV personality, actress, singer and author.



August – Great Food and Drink Festival – Nottinghamshire

Date - 27th-29th August

Venue - **Newstead Abbey**

Expected visitors - 15,000

- **Brian Turner** - British chef, based in London. He has appeared as a cook on BBC2's Ready Steady Cook since 1994, has appeared on numerous occasions on Saturday Kitchen and has also presented various other cookery programmes

- **Michael Caines** - English chef born in Exeter, Devon. He is currently head chef of Gidleigh Park in Devon. He often appears on Masterchef and Saturday Kitchen

- **Nancy Birtwhistle** - Residing in Hull and winner of the Great British Bake Off in 2014.

September – Great Food and Drink Festival – Derbyshire

Date - 3rd -4th September

Venue - **Calke Abbey**

Expected visitors - 15,000

- **Paul Hollywood** - English baker and celebrity chef, best known for being a judge on the BBC One's The Great British Bake Off.

- **Simon Rimmer** - Chef and co-presenter of Sunday Brunch, the morning show which wakes the nation up on a Sunday with a mix of chat, current affairs, guests and food.

- **Dean Edwards** - regular chef on ITV's 'Lorraine' since 2010 [plus various other TV show including ITV's 'This Morning'.



Contact Us

For any further information on any of the events above please contact any of the media and events team here at the office on 0115 9472 768

Or visit the websites:

www.greatnottsshow.co.uk - www.greatfoodanddrinkfestivals.co.uk - www.greatchristmasshow.co.uk

Twitter @greatnottsshow and @greatfooddrink

All our events are run under the parent company of All About Tourism LTD - www.allabouttourism.co.uk

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Wollaton Hall

Nottingham Castle

Old Market Square

Prestwold Hall

Newstead Abbey

Calke Abbey