



LONDON
WINE FAIR 2019
PRESENTS

WINES
UNEARTHED
OLYMPIA 20 - 22 MAY

ARE YOU LOOKING TO EXPORT TO THE UK?

Wines Unearthed is one of the most popular areas of the UK's largest wine trade show, London Wine Fair.

It is dedicated to producers like you who are looking to enter the prestigious yet competitive UK market, and are looking to reach buyers, importers and wholesalers.

A fully-serviced option, with prebuilt stands, a section for organic producers, a targeted marketing campaign, plus a first-day conference aimed at helping you export and a dossier packed with information and contacts. There couldn't be a better or more cost-effective way to showcase your wines.

"What a great show London Wine Fair and Wines Unearthed was. By far the best I've been to this year."

Daniel Henderson
Domaine Vinicole de Chaintres

"Wines Unearthed is a great feature, providing a tasty hunting ground for interesting and exciting new wines that would spice up a list."

Andrew Catchpole, Editor
Harpers Wine & Spirit

"The 'Roadmap to Export' alone provided more valuable information than we could have hoped for and this was particularly enhanced and focussed by the conference on Sunday evening. The panel were knowledgeable, informative, entertaining and refreshingly candid; each one 'on message' and collectively presenting an integrated picture that left us in no doubt as to what we, as producers, needed to do."

Jonathan Sulenski
Podere La Villa, Italy

Key stats



The UK is the 2nd largest wine importer by volume and value in the world



The UK alcohol market is worth £40.3bn



Wine sales are up 7.5% in new pub/bar/restaurant openings in the UK



London Wine Fair is the largest wine trade event in the UK



14,000+ attendees over three days



91% of visitors are UK based



85% of visitors say the London Wine Fair has importance to their business

REGISTER NOW TO TAKE PART

See overleaf to find out how to get involved

WHAT'S INCLUDED?

Sign up now to enjoy:



1 A fully equipped pod. Includes a branded space with your logo, counter (with storage), stool, ice and accessories. Simply send your wines in advance then turn up on the day ready to meet your visitors



3 A dedicated marketing campaign, featuring targeted Wines Unearthed emails sent directly to 82,000 buyers and importers, plus exhibitor content promoted across the website, app and daily show newspaper



2 Free tickets to the 'Road Map to Export' seminar. Taking place before the show, this will equip you with the tools to thrive within the UK market and critical advice on how to succeed. An invaluable part of the package with top class insights from key industry influencers and a dossier full of essential UK contacts and advice sent beforehand



4 Inclusion in the dedicated Wines Unearthed catalogue, available onsite to all 14,000+ LWF visitors

HOW

To get involved, email: wu@jkmarketing.co.uk with your website address and a short paragraph telling us your winery's story.

Total cost: **£2,100**

CONTACT DETAILS

English speaking:

Judy Kendrick
tel: +44 (0) 189 720130
judy@jkmarketing.co.uk

Portuguese and French speaking:

Ana Sofia de Oliveira
tel: +351 916116 938
ana@jkmarketing.co.uk

London Wine Fair:

Laura-Marie Taylor-Stoakes
tel: +44 (0) 20 7973 4708
lm.taylorstoakes@londonwinefair.com