



The Food and Drink Manufacturer's

Exhibition Guide 2026



This guide is your one-stop shop for UK food and drink events in 2026.

Discover what's taking place each month, whether you want to connect with consumers, meet supermarket representatives or discover new suppliers.



Do you find exhibitions expensive?

Attending events can be a great way to engage with consumers; however, they can be extremely expensive. Vegetarian Society Accreditation can help you to get your brand in front of consumers for a fraction of the price.

Vegetarian Society Accreditation costs far less than attending an event and offers many other benefits such as:

- Reassurance - We check your ingredients and processes, giving you peace of mind they are suitable for vegetarians and vegans.
- Getting your products in front of an audience of half a million veggies and vegans through our social channels and newsletters.
- Our trademarks encourage consumers to choose your products when they are shopping. 82% of shoppers (YouGov UK Plc 3/23) would prefer to see our accreditation symbol on product packaging, rather than reading through an ingredient list.

Discover how Vegetarian Society Approved Accreditation could benefit your business. vegsoc.org/trademarks



*All figures are from YouGov Plc. Total sample size was 2036 vegetarians and vegan adults. Fieldwork was undertaken between 21st - 27th March 2023. The survey was carried out online.

MARCH

EXHIBITION:	Salon Growth Summit 2026	
ABOUT:	Beauty/spa industry – potential to reach small-medium beauty & wellness businesses (spa, salon) that might be interested in ethical/vegan product certifications	
WHEN:	1-2 Mar 2026	
WHERE:	Olympia, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.professionalbeauty.co.uk/summitlondon	
EXHIBITION:	International Food & Drink Event (IFE 2026)	
ABOUT:	Major food & drink sourcing show – broad cross-section of food/beverage suppliers, ideal for plant-based, free-from, vegan/vegetarian certification	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.ife.co.uk	 
EXHIBITION:	International Salon Culinaire (part of Food, Drink & Hospitality Week)	
ABOUT:	Hospitality / foodservice focused – good for reaching foodservice operators, chefs, product developers who might need vegan/plant-based certification	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.fooddrinkandhospitalityweek.co.uk	 
EXHIBITION:	HRC – Hospitality Retail & Catering Show (part of Food, Drink & Hospitality Week)	
ABOUT:	Foodservice/hospitality sector participants – potential clients for food-service oriented vegan/plant-based certifications	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.fooddrinkandhospitalityweek.co.uk	 

EXHIBITION:	The Pub Show 2026 (part of Food, Drink & Hospitality Week)	
ABOUT:	Pub / bar / drinks sector – opportunity to engage beverage producers (soft drinks, plant-based/vegan drinks, mixers)	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.fooddrinkandhospitalityweek.co.uk	 

EXHIBITION:	Hospitality Tech360 2026 (co-located)	
ABOUT:	Although more tech-oriented, some exhibitors may be food/bev or beverage-related – potential for packaging, labelling, clean-label certification interest	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.fooddrinkandhospitalityweek.co.uk	 

EXHIBITION:	IFE Manufacturing 2026 (part of Food, Drink & Hospitality Week)	
ABOUT:	More upstream: ingredients, manufacturing, processing – useful if you want to connect with suppliers or ingredient producers working on plant-based / vegan products	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.fooddrinkandhospitalityweek.co.uk	 

EXHIBITION:	The Pub & Bar / Hospitality Trade Shows UK (various) consolidated under Hospitality Week 2026	
ABOUT:	Good for reaching hospitality operators, bars, pubs – especially if they're launching plant-based menus or drinks needing certification/claims	
WHEN:	30 Mar – 1 Apr 2026	
WHERE:	ExCeL, London	
CONSUMER OR TRADE?:	Trade	
WEBSITE:	www.fooddrinkandhospitalityweek.co.uk	 

APRIL

EXHIBITION: **Professional Beauty Regional Summits**
(Glasgow, Birmingham, Leeds)

ABOUT: Access to regional beauty/spa markets outside London – useful if you want broader UK reach for certification offerings

WHEN: Apr–Jun 2026 (various dates)

WHERE: Glasgow / Birmingham / Leeds

CONSUMER OR TRADE?: Trade

WEBSITE: www.professionalbeauty.co.uk/regional-growth-summits



EXHIBITION: **Food & Drink Expo** (part of UK Food & Drink Shows)

ABOUT: Large retail/wholesale/hospitality food & drink show – good for mass-market products and mainstream producers

WHEN: 13–15 Apr 2026

WHERE: NEC, Birmingham

CONSUMER OR TRADE?: Trade

WEBSITE: www.foodanddrinkexpo.co.uk



MAY

EXHIBITION: **Allergy & Free From Show 2026**

ABOUT: Free-from / allergy / vegan / special-diet segment – seeks products with clear dietary credentials, ideal for certification outreach

WHEN: 9–10 May 2026

WHERE: NEC, Birmingham

CONSUMER OR TRADE?: Consumer

WEBSITE: www.allergyshow.co.uk



EXHIBITION: **London Wine Fair 2026**

ABOUT: Wine & spirits trade show – useful for drink producers, mixers, low-alcohol/no-alcohol drinks which may want plant-/vegan-friendly or “free-from” claims

WHEN: 18–20 May 2026

WHERE: Olympia, London

CONSUMER OR TRADE?: Trade

WEBSITE: www.londonwinefair.com



Wine & Spirits Trade Segment

(“Signature Serve”) at London Wine Fair 2026

EXHIBITION: (“Signature Serve”) at London Wine Fair 2026

ABOUT: Focus on drinks, including low-alcohol, spirits, mixers – useful for beverage certification, vegan/vegetarian drink branding or plant-based beverages

WHEN: 18–20 May 2026

WHERE: Olympia, London

CONSUMER OR TRADE?: Trade

WEBSITE: www.londonwinefair.com



SEPTEMBER

EXHIBITION: **Speciality & Fine Food Fair 2026**

ABOUT: Independent, artisan, gourmet food & drink producers – often small-batch, free-from, vegan/vegetarian friendly – good target for certification

WHEN: 8–9 Sep 2026

WHERE: Olympia, London

CONSUMER OR TRADE?: Trade

WEBSITE: www.getaltd.co.uk/exhibitions



EXHIBITION: **Natural & Organic Food Show 2026**
(part of The London Food & Drink Shows)

ABOUT: Focus on plant-based, organic, vegan, free-from, functional foods – prime target audience for certification

WHEN: 16–17 Sep 2026

WHERE: ExCeL, London

CONSUMER OR TRADE?: Trade

WEBSITE: www.naturalandorganicfoodshow.co.uk



EXHIBITION: **Artisan Food & Drink Show 2026**
(co-located w/ Natural & Organic)

ABOUT: Smaller producers, artisan / independent labels – ideal for boutique & craft product certification (plant-based / vegan / free-from)

WHEN: 16–17 Sep 2026

WHERE: ExCeL, London

CONSUMER OR TRADE?: Trade

WEBSITE: www.naturalandorganicfoodshow.co.uk



SEPTEMBER CONTINUED

Natural & Organic Products Expo (Beauty & Wellness)

EXHIBITION: 2026 (or overlapping with Natural & Organic Food)
ABOUT: A mix of food, drink, health, wellness and beauty – good cross-over for lifestyle, vegan/organic, plant-based certifications beyond just food
WHEN: 16–17 Sep 2026
WHERE: ExCeL, London
CONSUMER OR TRADE?: Trade
WEBSITE: www.boothvision.com/shows/natural-organic-products



Trade Drinks Expo 2026

ABOUT: Drinks professionals – soft drinks, mixers, low/no alcohol, beverages – good for beverage-side certification or plant-based drink claims
WHEN: 29–30 Sep 2026
WHERE: ExCeL, London
CONSUMER OR TRADE?: Trade
WEBSITE: www.tradedrinksshow.co.uk



OCTOBER

Professional Beauty London 2026

ABOUT: Beauty, cosmetics, spa, wellness – good for brands that may want vegan / cruelty-free / ethical-ingredient certification (if within scope)
WHEN: 4–5 Oct 2026
WHERE: ExCeL, London
CONSUMER OR TRADE?: Trade
WEBSITE: www.professionalbeauty.co.uk/professional-beauty-london



World Spa & Wellness London Convention 2026

EXHIBITION: (alongside Professional Beauty)
ABOUT: Good reach into spa/wellness sector – potential audience for vegan / cruelty-free / clean-label beauty / personal care certifications
WHEN: 4–5 Oct 2026 (or 1–2 Mar 2026 for early event) depending on format
WHERE: London (ExCeL / Olympia depending on event)
CONSUMER OR TRADE?: Trade
WEBSITE: www.professionalbeauty.co.uk/wsw-london





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