

**BREW
LDN** // //

10 - 12 APRIL 2025

BETWEEN THE BRIDGES

// WHY BREW//LDN?

Since its inception 11 years ago, BREW//LDN has championed a level playing field for all craft drinks brands.

We bring together independent and established names to build partnerships that lead to success.

Beyond business connections, we've made it our mission to help brands engage directly with consumers, turning enthusiasts into loyal customers in a dynamic, engaging atmosphere.

Today, BREW//LDN is celebrated as the UK's leading drinks show, where long-term business is done and life-long fans are created, driven by a team that knows how to deliver exceptional value and a seamless experience.

//OUR SOCIALS



13,400 Followers across social channels

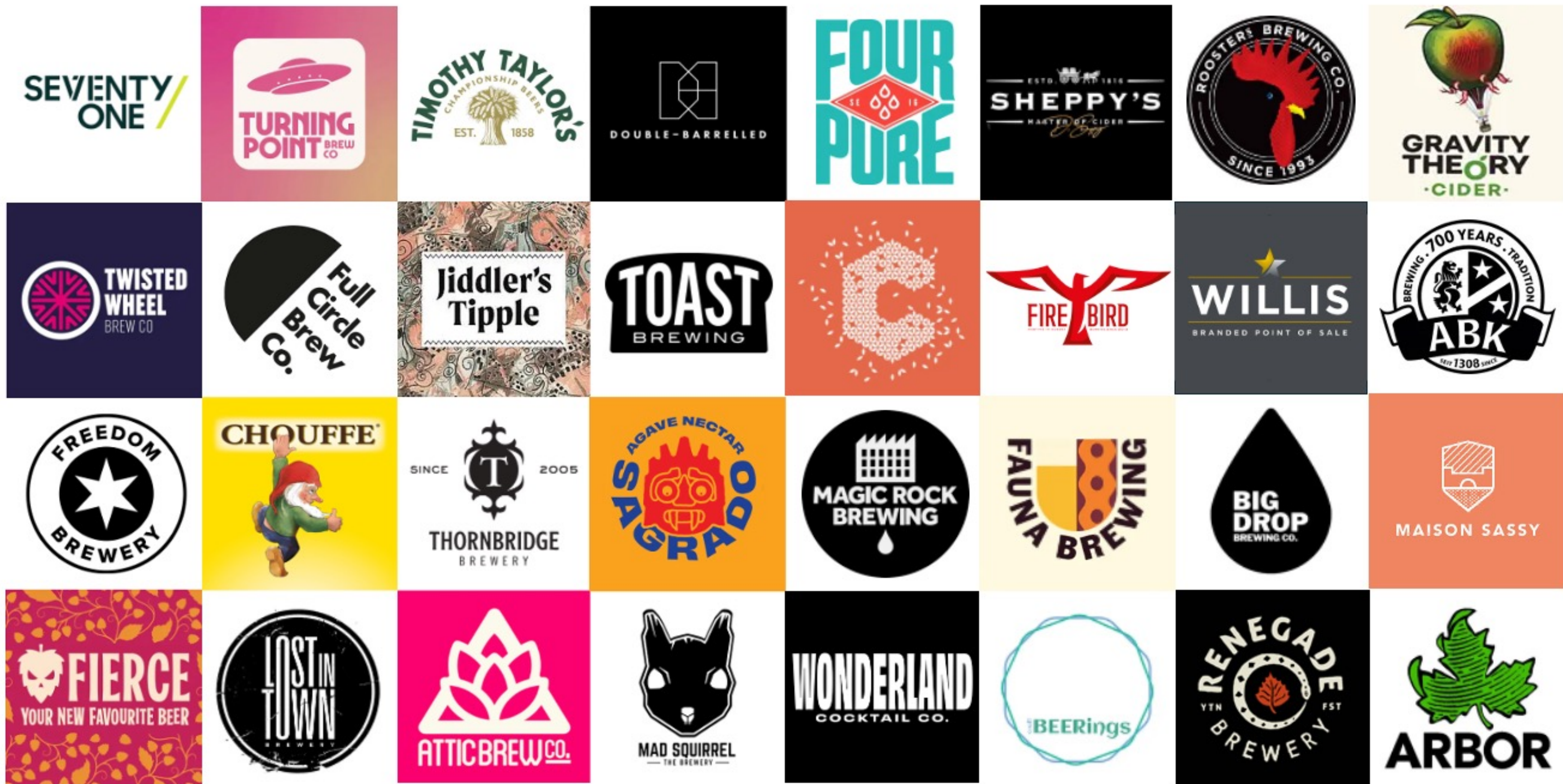
18,000 engaged fans via email

**// THE ULTIMATE
DATE IN THE DIARY
FOR INDUSTRY AND
FANS ALIKE...**

Following the hugely successful, sold-out run at Between the Bridges in April 2024, BREW//LDN, the UK's largest and most diverse craft drinks festival, is back for 2025 with the mission to offer people quality liquid, premium street food and great music. The perfect kick-off to the festival season.



// WHO'S EXHIBITING IN 2025?*



*Brands signed as of 28/11/24

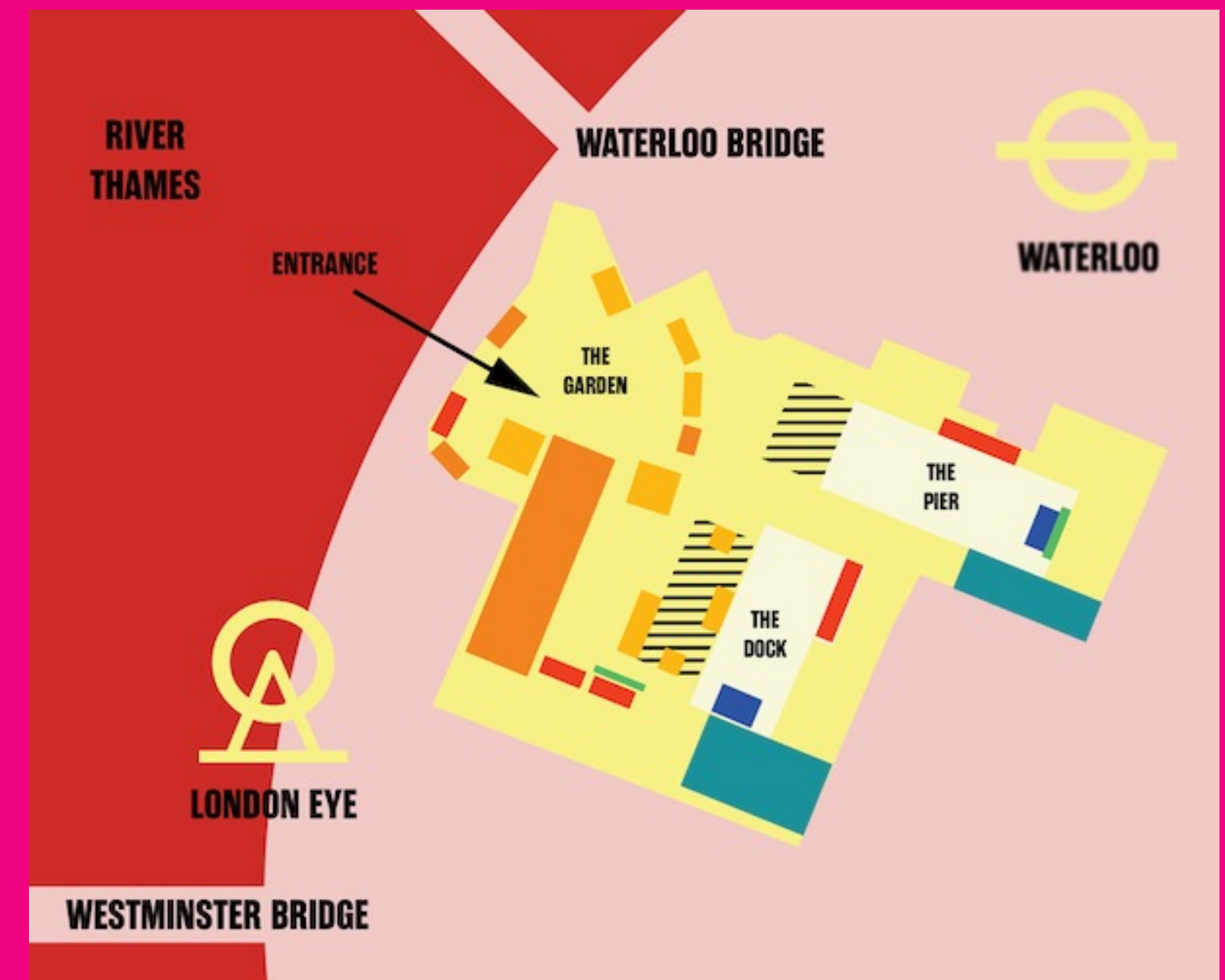
// DATES

- // WEDNESDAY 9th April: 10am to 6pm - Build Access
- // THURSDAY 10th April: 12-5pm: Trade, 6-11pm: Consumer
- // FRIDAY 11th April: 12-5pm: Trade, 6-11pm: Consumer
- // SATURDAY 12th April: 12-5pm: Consumer, 6-11pm: Consumer



// VENUE

- // BETWEEN THE BRIDGES, LONDON, SE1
- // Iconic central London location
- // Huge natural footfall
- // Custom built mix of open air and covered event space
- // A range of pallet bar stands and unique activation areas
- // Excellent travel links



// WHAT TO EXPECT IN 2025

NEW FOR 2025

- // Live Music Area
- // Pub Games Area
- // Sustainable Brands Zone
- // No & Low Brands Zone
- // Wholesalers Zone
- // Industry Breakfast Briefings

CONSUMER SESSIONS

- // Up to 2,000 attendees per session
- // Paid For Drinks

TRADE SESSIONS

- // Up to 1,500 attendees per session
- // Free Sampling



// TRADE ATTENDEES

BREW//LDN attracts a huge array of buyers to the dedicated trade session, from independent bottle shops right through to the major multiples and managed groups in the on trade.

BREWERIES

AB Inbev
Adnams
Asahi
Beavertown
Brakspear
BrewDog
Brixton Brewery
Budvar
Camden Town Brewery
Carlsberg
Gipsy Hill
Heineken
Molson Coors
Timothy Taylor's

WHOLESALEERS/ DISTRIBUTORS

Close Brothers
Dayla
Drinks One
Eerie
Enotria & Coe
Euroboozer
LWC
Matthew Clark
Proof Drinks
St Austell
Venus

OTHERS

Diageo
Distill Ventures
Hilton Hotels
Marriott
Pernod Ricard
Silverstone

RETAIL

Aldi
Asda
Beer52
Deliveroo
Harvey Nichols
Morrisons
Ocado
Sainsburys
Tesco
Waitrose

ON TRADE

Admiral Taverns
Barworks
BoxPark
Bunning & Price
Fullers
Greene King
Hall 7 Woodhouse
Laine Brewing Pub Co
Metro Pub Co
Mitchells & Butler
Nicholson's Ale & Gin
Punch Pubs & Co
Remarkable Pubs
Shepherd Neame
Star Pubs & Bars
Stonegate
Urban Village
Wells & Co
Wetherspoon

// CONSUMER OVERVIEW

Our guests comprise of a unique set of consumers we have coined as ‘the drinks enthusiast’.

The early majority, keen to discover new brands and hero them within their peer group.

They have the highest propensity to turn into loyal brand advocates with high levels of repeat engagement.

They are honest about not being experts, but hungry to learn more about the products they consume. They sit in the mainstream but like to explore new experiences.

They come to BREW//LDN without bias ready to engage with brand experiences.

‘Bull’s Eye age group of 31-35* | High Disposable income
Leaders in their social group | 61/39% male /female split**

**ticket purchaser data **brewldn.com user data*



// EXHIBITOR FEEDBACK



Thanks again for an incredible event. It was so well run and the trade contacts who were there were top notch. Sorry that we ran out of beer on Saturday lunchtime. We will bring a lot more next year.



Without doubt the most well organised fest we do. Please put us down for the same stand for next year (we may even take two) as it was a fantastic location.



The busiest beer event we've done since launching Jiddler's Tipple! The trade event was great and we totally sold out of beer in the consumer sessions. We'll definitely be back and looking forward to bagging a good spot again.



We love this event. Let us know of if we can work with you on anything else.



HUGE congratulations on running a brilliant event. You were amazing to work with the whole way through and really went very smoothly for us operationally.



Where can I sign up for next year, it was awesome.

// OUR PRODUCTION EXPERIENCE

- // Jack (Event Director and Co-Founder) and Avril (Event Producer) have over 25 years of combined experience in the hospitality and events industry, developing and executing large scale events globally, as well as working with and activating some of the biggest brands in the drinks industry.
- // Both Jack and Avril have worked with this event since it's conception 12 years ago, leading the Brew Crew, and refining BREW//LDN to the seamless operation it is today.
- // Much of the build and de-rig headache taken care of by the Brew Crew.
- // Your liquid ALWAYS available throughout the show with around the clock dispense technician support included.
- // No additional costs for storage, handling, electric or logistics seen at other events.

PLEASE NOTE

Vehicle access for the event is strict, so all exhibitors must deliver and collect their stock allocation to and from our offsite storage at Stratford-upon-Avon, West Midlands – delivery and collection to Between The Bridges will be managed by the Brew Crew. To ensure the efficient execution of the event, all brands serving beer from taps will need to hire dispense equipment at competitive rates offered through our trusted supplier.

//PRICING

STANDS

Starting from only £1,250 (+30% of net takings – dispense hire at competitive rates is an additional cost)

Includes a 1.5m stretch of pallet bar, branded header board, and hanging chalk board menu.

PARTNER ACTIVATIONS

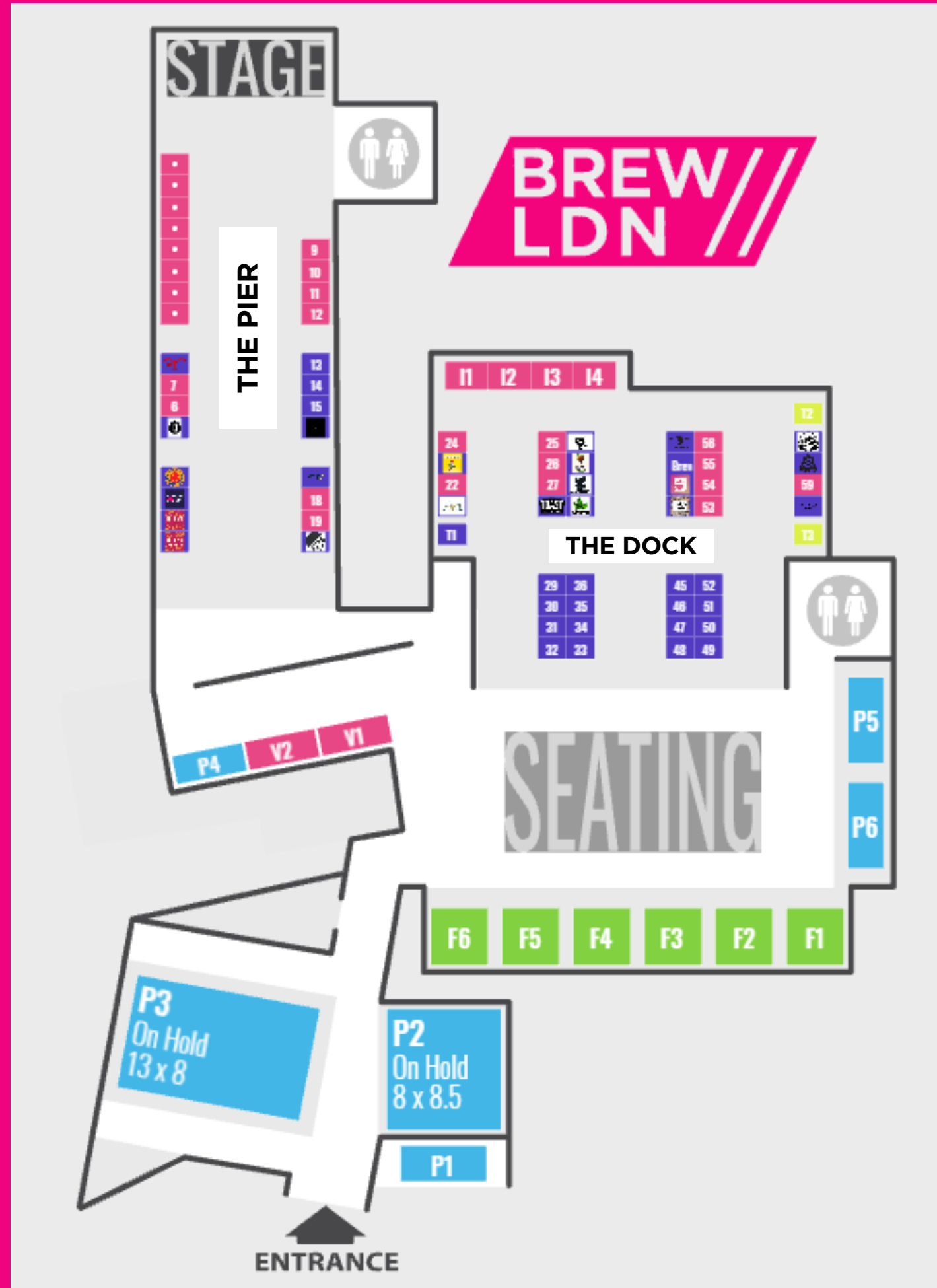
Larger spaces for bespoke stands starting from £5,000. More details available on request.

SPONSORSHIP OPPORTUNITIES

Ranging from £500 to £2,500. More details available on request.



// FLOOR MAP & IMAGES



With stands booked up to 13/11/24

AREA	DESCRIPTION	PHOTOS/VIDEOS
P1	Customisable Partner Space	Folder: HERE
P2	Customisable Partner Space	Folder: HERE
P3	Customisable Partner Space	Folder: HERE
SEATING Area	Outdoor Seating	Folder: HERE
THE DOCK	1.5m Pallet Bars (includes bank reserved for Sustainable Brands)	Folder: HERE
I1 - I4	Wholesaler Zone	Folder: HERE
P4	Customisable Partner Space	Folder: HERE
V1 & V2	5 x 2.5m Space for Branded Vehicles	Folder: HERE
P5 & P6	Customisable Partner Spaces	Folder: HERE & HERE
THE PIER	1.5m Pallet Bars (includes 12m bar reserved for No & Low Brands)	Folder: HERE

CLICK HERE TO BOOK YOUR STAND

STANDARD STANDS Stands 1 - 60

SUSTAINABLE BRAND ZONE Stands 29 - 36: contact Stuart Coleman for qualification criteria

WHOLESALERS Stands I1 - I4 (maximum of 5 brands per stand)

NO & LOW BRAND ZONE Stands L&N1 - L&N8

TRADE STANDS Stands T1 - T3

FOR FURTHER INFORMATION PLEASE CONTACT STUART COLEMAN

stuart@brewuk.beer

07826 840526