The BBC Good Food Shows are the UK’s most established food and drink events with 29 years heritage. Attracting over 175,000 food enthusiasts throughout the year, the BBC Good Food Shows feature celebrity chefs, live demonstrations and the finest food and drink producers and brands from around the UK and across the world.
“Each year the BBC Good Food Show is the one not to miss!”

“An experience for food lovers... lots to see, try and buy! Good chance to try new things and get ideas. Some great stalls and a chance to see celebrities in the flesh”

2018 Visitors
The BBC Good Food Shows attract over 175,000 food enthusiasts from across the country each year.

Over 900 unique exhibitors and sponsors took part in 2018.

We reach 6 million through our associated Marketing and PR campaigns.

Our visitors spent an impressive £22 million at the shows in 2018.
OUR AUDIENCE

Affluent Professionals
45-60 years
Senior managerial positions
£100-149k income
Sainsbury’s & Waitrose shoppers
Online shoppers
Social media activists

Successful Families
36-45 years
£70-100k income
Advancing careers
School-aged children
Sainsbury’s & Waitrose shoppers
Online shoppers
Social media activists
Our Audience

Steady Families
- 36-45 years
- £40-49k income
- Majority in full-time work
- School-aged children
- First to have latest technology

Comfortable Seniors
- 60+ years
- £100-149k income
- Retired
- Countryside dwellers
- Ample leisure time
- Like to be self-sufficient
The flagship Winter Show, now in its 29th year, is taking place from the 28th November – 1st December 2019 at the Birmingham NEC in the build up to Christmas and welcomed 73,000 visitors through its gates in 2018.

86% ABC1
53% AB

Average age 51

79% female
21% male
The BBC Good Food Show Summer takes place at the NEC alongside BBC Gardeners’ World Live from the 18th – 21st June 2020. This joint event attracts our single largest audience, with 101,000 visitors attending in 2019.

- **83% ABC1**
- **47% AB**

**Average age 51**

- **80% female**
- **20% male**
WHY JOIN US?

The BBC Good Food Shows offer unique opportunities to engage with a large and highly targeted audience of food lovers in memorable and unique environments.

Working with us guarantees direct access to a growing and diversifying audience of affluent food lovers.

The BBC Good Food Shows have helped brands achieve their marketing objectives through interactive experiential activations.

Brands are also supported by a fully-integrated marketing campaign running across print, social and digital platforms.
WHAT’S ON?

The Big Kitchen
Our 2,500 capacity theatre hosting the likes of Michelin-masters Tom Kerridge and Michel Roux Jr, queen of baking Mary Berry and family favourite Nadiya Hussain

BBC Good Food Stage
Visitors can discover the secrets to culinary success in live interviews and demos.

Winter & Summer Kitchen
Our Seasonal stages on the show floor with a line-up including Melissa Hemsley and more!
Skills School
Visitors can learn new skills from experts and pick up seasonal tips in food and drink masterclasses and tasting sessions.

VIP & VIP Luxe
Visitors can make their day out extra special with our VIP packages, which include access to an exclusive lounge, a glass of fizz or complementary bar, and access to the best seats in our theatres!

BBC Good Food’s Pop-up Restaurant
Offering a menu based on BBC Good Food recipes, the restaurant offers visitors a chance to enjoy a sit down meal.
WHO JOINED US IN 2019?

magimix
Tiptree
MAILLE MAISON FONDEE EN 1747
Bacofoil
HECK
[yellow tail]
EDINBURGH GIN™
Thermmapen
SEEDLIP®
COLE & MASON
Lotus
oppo
BELAZU
GLEN MORAY
Since 2014, Lexus has been the Headline Sponsor of the BBC Good Food Shows. This agreement has offered ample branding and experiential opportunities across the UK for the car giant. As the headline sponsor, Lexus is integrated in to varied editorial features across the shows. This has included the Lexus Lunch club which was launched in 2018 and sponsored Supper Clubs across the UK. Lexus is constantly at the forefront of show opportunities and its brand integrated into every marketing output.

**ALIGNED TARGET AUDIENCE**
The BBC Good Food Shows provide the perfect audiences that Lexus seek to target. Sponsoring the shows provides Lexus with the perfect opportunity to communicate its brand messaging to the affluent professionals and successful families that it targets as prospective buyers.

**MARKET SHARE**
The BBC Good Food Show carparks are full of competitor vehicles to Lexus. With 75% of visitors exploring a Lexus close up, the company successfully positions itself in front of mind, stealing back market share from the likes of BMW, Mercedes Benz and Audi.

**NO PRESSURE ENVIRONMENT**
As the one and only car manufacturer present, Lexus avoid any brand dilution or competition that they might find at a car show, for example. This dominance has resulted in strong test-drive booking figures onsite at the events.
MARKETING THE EVENT

• 360° reach across our cross-platform channels and the wider Good Food portfolio channels

• Print, Digital, Email and Social Media coverage reaching a total audience of 6 million

• A collaborative approach to producing an expansive campaign, tailored to satisfy your every commercial objective
SOCIAL MEDIA

28,000+ Facebook likes and followers

50,000+ Instagram followers

118,000+ Twitter followers
BBC Good Food Brand Reach

1.4m Readers
34m page views
12m uniques
1.3m Weekly views
BBC Good Food Channel

1.55m Social Media following
Facebook: 735k
Twitter: 358k
Instagram: 388k
Pinterest: 70k

175k Visitors to the BBC Good Food Shows

BBC Good Food Shows
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