The BBC Good Food Shows are the UK’s most established food and drink events with 25 years heritage. Attracting over 220,000 food enthusiasts throughout the year, the BBC Good Food Shows feature celebrity chefs, demonstrations and the finest food and drink producers and brands from around the UK and the world.

The BBC Good Food Shows attract over **220,000** food enthusiasts across the country.

Over **1,000** unique exhibitors and sponsors took part in 2016

We reach **10 million** through our associated Marketing and PR campaigns

Over **£27 million** spent at the Shows in 2016

Culinary heroes such as Mary Berry, James Martin, John Torode, Tom Kerridge, Michel Roux Jr. and the Hairy Bikers all appear regularly across the portfolio of BBC Good Food Shows.
Our Portfolio

Spring / Summer Season

HIC, Harrogate
11 – 13 May 2018
12,000 visitors expected in 2017

NEC, Birmingham
14 – 17 June 2018
99,000 visitors in 2017

Autumn / Winter Season

SECC, Glasgow
20 – 22 October 2017
19,000 visitors expected in 2017

Belfast Waterfront
10 – 12 November 2017
12,500 visitors expected in 2017

NEC, Birmingham
30 November – 3 December 2017
80,000 visitors expected in 2017

In depth Acorn analysis available
Our audience

We closely analyse our visitor data to gain valuable insights into the demographics and groups that our shows attract. Affluent Professionals, Successful Families, Steady Families and Comfortable Seniors make up the majority of our visitor demographics.

Topline visitor characteristics:

- 81% female
- 19% male
- £103 average spend per visitor
- 78% ABC1
- Average Household Income of £56,000
- Average age of 45
- Net promoter score of +40

Geographic booker data by show:

Scotland | Northern Ireland | Winter | Harrogate | Summer
Our Audience

The BBC Good Food Shows have a database of approximately 800,000 which has been data mined into key profile demographics for each show. Our pre-show marketing campaign seeks to attract people from targeted personas. Our four key personas within our database are detailed below.

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

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
Our Social Media – Audience

175,000 active users

We have conducted analysis on our social media followers and highlighted 4 key ‘tribes’ that we use as profiles for developing relevant content stories and offers on our own social channels. We also use them for tailoring and targeting our paid ad activity on social media:

**Tribe 1:**
Cooking shows and celebrity chef following
60% female
Largest age group: 25-34 (41%)
Engaged with BBC programmes
Most likely to share tweets from BBC and charitable causes

**Tribe 2:**
Local independent food businesses
74% female
Largest age group: 35-44 (35%)
Engaged with food brands, cooking products/equipment, healthy living and other foodies

**Tribe 3:**
Chefs and hospitality workers
50.6% female
Largest age group: 25-34 (41%)
Promote themselves and their food on twitter, follow chefs, food trends, critics
Engage in competitions, share sport related posts and recipes (curate and consumer content)

**Tribe 4:**
London foodies
59.8% female
Largest age group: 25-34 (42.5%)
London-centric food fanatics, work hard and indulge in eating out and dinner parties, follow food and travel bloggers for latest and best

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Data provided by Legend Engage
The BBC Good Food Brand

The Good Food reach incorporates print and digital as well as live events.

- **12.5m** Monthly UUs - UK's biggest food website
- **42m** UK monthly page impressions
- **1.3m** Readers
- **No.1** Food & Women's lifestyle digital edition
- **220k** Visitors at BBC Good Food Shows
- **2m** Mobile app downloads
- **2m** Social Media following
- **3m** BBC Good Food TV

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Around the Shows

Every one of the BBC Good Food Shows has a hugely varied number of ways for our visitors to spend their day. We can align brands to these features to really maximise their show presence. Please feel free to contact a member of the team regarding sponsorship opportunities.

The Big Kitchen (formerly Supertheatre) is at the heart of all 5 Shows. It is the home of the biggest line-up of the hottest chefs and culinary stars cooking live in front of up to 3,000 people at any one time.

The BBC Good Food Kitchen gives our visitors the chance to enjoy fine dining with dishes inspired by Good Food.

The Healthy Kitchen is growing in popularity in line with a big push towards healthy eating. Visitors can enjoy live demonstrations from the leading professional in healthy eating.

The Winter and Summer Kitchens feature seasonal dishes presented by renowned and up and coming chefs and culinary experts who are passionate about using the freshest and most seasonal ingredients.

The VIP Lounges continue to sell out at the Shows. This “first class” ticket option gives visitors exclusive benefits such as their own lounge with a full timetable of talks and demos, complimentary refreshments and a goody bag.

The Producers’ Village is a huge speciality food market at the heart of the show, packed with small artisan producers who pride themselves on the quality and provenance of their produce that remains hard to find on the high street.

Wine tasting and Beer Tasting sessions give the audience an unrivalled chance to really discover more about their chosen tipple.

The Interview Stage puts our favourite TV chefs into the hot seat for an intimate chat. Both the host and the audience provide the questions to get some truly unique insights.
Brand Opportunities at the BBC Good Food Shows

The BBC Good Food Show poses the perfect platform for brands both small and large to come face-to-face with a high-quality and diverse audience that shares the common ground of a passion for food. This is the largest consumer food and drink show in the UK, that helps realise the objectives of over 1000 unique brands each year.

The Shows feature the most exciting celebrity chefs in the business, have a truly national reach and are run with over 25 years of experience. This combination makes for greatly prosperous show experiences for companies and brands.

Build your brand awareness in a fun and memorable environment in front of 220,000 engaged foodies each year. Whether new or existing customers, the shows provide the perfect platform to position your brand at the forefront of visitors’ minds.

Boost your sales through both on-site retail and show offers, as well as through influencing visitors’ buying habits post-show.

A great opportunity to launch new products in front of visitors willing to sample and taste, providing valuable customer feedback.

Build your connections and client database through conversations with like-minded exhibitors with a passion for food.

Capitalise on our wide-reaching digital content marketing campaign that supports every one of our shows, both in advance and over the course of the event itself.
Marketing & PR opportunities

We support our exhibitors across a number of platforms to draw attention to their presence at the shows. All brands are included in our free Show Guide and on our Website exhibitor listing.

Other opportunities include:

- Blog inclusion for small producers wishing to share their story.
- Website profiles for brands looking to tell our visitors about the brand.
- Featuring in our social media campaign, reaching our 175,000 followers.
- Featuring in our emails to visitors, reaching up to 800,000.
- Pushing your brand through donating to competition prizes.
- Access to a limited number of complimentary tickets for competitions and giveaways.
- Hosting a talk in front of our most affluent visitors in our VIP lounge.
- Placing products and samples in our press lounge at the show.
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