NORTH WINE GB

TRADE AND PRESS TASTING

Exhibitors' Participation Information

REGIONAL TRADE AND PRESS TASTING NORTH - BRINGING IN THE TRADE....

A CENTRAL MANCHESTER VENUE

Creating an accessible meeting point for producers and Northern trade and press, with the opportunity to reach new audiences beyond London and the South East

A FOCUSED REGIONAL AUDIENCE

Bringing together the right mix of trade and press from Manchester and across the wider North to discover, taste and learn about English & Welsh wine

A CONTINUED FOCUS ON STORYTELLING & RESILIENCE

What makes English and Welsh wine unique and why trade should list it.

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MONDAY 8 MARCH 2027
THE CASTLEFIELD ROOMS, MANCHESTER

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WELCOME

Building on the success and reach of our London tasting, WineGB is bringing its first regional tasting to the North, expanding access to English & Welsh wine and connecting with an even wider trade audience.

Taking place on **Monday 8th March 2027** in the historic and picturesque Castlefield district of Manchester, in the Merchant Room, at the Castlefield Rooms, this inaugural tasting will bring together buyers, retailers, importers, sommeliers, hospitality professionals and press from across the city and region.

This is an important opportunity to expand the reach of English and Welsh wine beyond London and the South East, putting your wines in front of new audiences and opening doors to valuable commercial connections. By bringing producers directly to the North, we aim to build greater awareness, develop relationships and create new opportunities for sales growth across the region.

Exhibiting at the WineGB Trade & Press Tasting - North is open to WineGB member producers. Please find particpation options on the following pages.

We look forward to seeing you in Manchester in March!





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THE CASTLEFIELD ROOMS, MANCHESTER

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TASTING FORMAT AND EXHIBITING OPTIONS

The Merchant Room at The Castlefield Rooms is our first space for our regional road show, offering a fantastic naturally lit setting for our smaller tasting event.

Subject to the final exhibitor list, tables will be grouped geographically, creating a natural journey through our regions and showcasing the diversity of English and Welsh wines.

For this event, our focus is firmly on giving producers the space and opportunity to connect directly with trade and press visitors, so there will be no additional themed or dedicated tasting tables this year.

Exhibitor Trade Stands

- All exhibitor tables are 4ft trestles, providing a dedicated space to showcase your wines - or you can choose to share a table. A full table can showcase up to 8 wines, or can be shared between two producers, with each producer displaying up to 4 wines.
- Tales are **limited in availability** and will be allocated on a first come first serve basis.
- To make the best use of the venue space and ensure a comfortable experience for exhibitors and visitors alike, branding will be limited to one pull-up banner per exhibitor. Please note that larger exhibition stands, backdrops and additional display structures cannot be accommodated this year.
- All pull-up banners must be kept within a maximum size of 800mm x 1,000mm.
- We encourage producers to make creative use of their table space and branding to showcase their wines and stand out to visitors.



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PARTICIPATION COSTS

WINE GB

Producer

Full Table (4ft) **£350 + VAT**

Half/shared Table (max 4 wines per producer) **£225 + VAT**

Regional Associations

Regional Associations will be given the option to purchase a half or full table and it will be up to the individual associations to recruit producers and their wines.

Table-top ice coolers (6 bottle capacity)

These can be hired in at a cost of £4.95 + VAT each, and must be ordered in advance.

Costs include:

- White linen tablecloth on all tables, and a branded table runner for each regional association table
- Supply of glassware throughout the day
- Water
- Staffing
- Ice trugs and ice
- Delivery of wines to the venue
- Inclusion in the digital tasting booklet
- Photographs of the event for your use
- Final visitor attendee list
- Full WineGB project management throughout

Not included:

- Travel, accommodation and subsistence
- Cost of samples
- Collection/delivery for any wine leftover after the tasting
- Lunch for exhibitors
- Table-top coolers

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LOGISTICS AND TASTING BOOKLET

Logistics
Wine delivery: Sensible Wines will be receiving your deliveries (wine, banners and POS) and deliver them to the venue. You can also make your own arrangements for delivery – please confirm your choice in the application process.

Tasting Booklet
We will be partnering with Bottlebooks to provide a digital tasting booklet.

The tasting booklet will be made available for visitors to download ahead of the tasting to allow them to plan their visit. It is essential that you complete your information in Bottlebooks by **Friday 12th February 2027.**



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VISITORS

Direct mailshot invitations will be sent out to key trade buyers (retail, on-trade, and wholesale) as well as tourism experts, wine writers, press, and influencers. The tasting will be publicised through the trade press and related newsletters. Visitor registration can be found at here.

Please let us know if you would like us to invite any trade contacts on your behalf. We will provide you with a digital invite and email banner for your email signature, which will include the registration link. Receiving any of these promotional assets is conditional on full payment being received.

A reminder that the Trade and Press Tasting is open to bona fide wine trade or press.

Please send any queries to tradetasting@winegb.co.uk.



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PARTICIPATING CRITERIA FOR ALL EXHIBITING WINES

The WineGB Trade and Press Tasting is open to all current **producer members of WineGB.**

Details of each wine to be exhibited must be provided, and be in accordance with the following:

- All wines on show at the Tasting must be produced and made exclusively from grapes grown in England, Scotland or Wales.
- All wines offered at the tasting need to be made in accordance with EU and UK legislation in force at the time of production
- Other products (e.g. Vermouth) are permitted on exhibitor stands and will be listed in the Tasting booklet.



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NEXT STEPS

- Please complete the online form to register to exhibit. This form requires exhibitor contact details for your booking, stand requirements and delivery options.
- Please note that you will need a credit card to complete your booking.
- The name provided when you make your booking will receive information on next steps and will also be sent the Bottlebooks link for the digital tasting catalogue.
- The deadline for all information to be supplied to WineGB for the digital tasting catalogue is Friday 12 February.
- Exhibiting at WineGB Trade & Press Tasting - North, and receiving any associated promotional assets, is conditional on full payment being received prior to the event.

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TRADE AND PRESS TASTING

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THE CASTLEFIELD ROOMS, 18-20 CASTLE ST, MANCHESTER M3 4LZ

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