



WINE GB

TRADE AND PRESS TASTING

Producer Stands - Regional Tables - Themed Tasting Tables - WineGB Awards - Trophy Winners' Tables - Masterclasses

Exhibitors' participation information

You asked for
bigger and you
asked for
better...

Why you can't afford to miss out:

Unmatched trade reach – hundreds of decision makers in one room, ready to taste, list and champion English & Welsh wine

High impact media exposure – national press, specialist wine writers and broadcasters looking for new stories

Commercial momentum – new listings, new relationships, new opportunities – and greater depth in the on trade and tourism

Your peers will be there – this is the flagship showcase for our industry

Trade and Press Tasting 2026 – bringing in the Trade....

An iconic **new venue** with even **more space**, situated on the banks of the Thames in Zone 1

A **return to the first Monday of September** – *the* day of the week to attract more trade and press visitors

A continued **focus on story-telling, education and resilience**; what makes English and Welsh wine unique

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Monday 7 September
Old Billingsgate, EC3R 6DX

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Welcome

WINE  GB



As interest and enthusiasm for wines from England and Wales continues to grow, we look forward to welcoming our trade and press visitors to a new venue, located in Zone 1.

This year's tasting will take place on **Monday 7 September**, in the heart of the City on the North bank of the River Thames, at the striking historic building that is a remarkable part of London's heritage – Old Billingsgate.

This first-Monday of September fixture will ensure that this year's tasting remains more accessible to our trade and press guests, while remaining superbly positioned for both the Christmas market and the start of wine list planning for 2027. This is the perfect opportunity to meet trade buyers, press, influencers, and key decision makers in person.

Exhibiting at the WineGB Trade and Press Tasting is open to all WineGB member producers. We offer a range of options to suit different requirements and budgets. Please see the following pages for further details. This year, we are also offering Manchester and Edinburgh add-on tastings to producers participating at the London tasting.

We look forward to seeing you at Old Billingsgate in September!

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Tasting format

The Grand Hall at Old Billingsgate is our new home for 2026, with more space and flexibility than ever.

Subject to the final list of exhibitors, tables will be mapped and grouped geographically, encouraging a natural experiential journey through our regions and all that they offer

Additionally, we will have:

- Themed tasting tables
- Dedicated tasting table for the WineGB Awards trophy winners and regional champions
- A kick-off briefing for participating producers before we open the doors
- Masterclass sessions and panel discussions



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Exhibiting options

There are several options available to exhibit at the Trade and Press Tasting, from taking your own stand to sharing with another producer, or as part of a regional association table. These options are set out in the following pages, and all participation costs can be found on page 9.

Exhibitor Trade Stands

- Tables are 6ft long (or equivalent space if you are bringing your own stand). Please note that your banner must fit this footprint, additional space can be purchased to accommodate larger installations, subject to availability.
- Producers can take their own table which can comfortably show up to 12 wines or share with another producer with each producer showing up to 6 wines each.
- If you plan to bring to bring your own stand and do not require a 6ft trestle table, please let us know when you complete your exhibitor form. Stands and stand backdrops / banner sizing must be provided to help us allocate your stand appropriately.

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Regional association tables

The regional association tables will showcase the identity, unique characteristics, innovation, tourism offering and storytelling of each region in a way that is equitable and impartial to all. This year, these tables will be run and manned by your regional vineyard association chair and/or selected representatives to ensure impartiality. This is your opportunity to bring your region to life!

- Tables are 6ft long and can accommodate up to 12 wines for a full table, or 6 for a half table.
- The tables will be situated alongside and among the producers from that region. This will further highlight the breadth of wines in each region and enhance the visitor experience.
- Each table will have a dedicated plinth and a branded table runner. There will be no individual producer banners this year. This will ensure that the regional association tables are easily identifiable by their consistent branding across the event.

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WINE  GB
EAST

WINE  GB
MIDLANDS
& NORTH

WINE  GB
SOUTH
EAST

WINE  GB
THAMES & CHILTERN
VINEYARDS ASSOCIATION

WINE  GB
WELSH VINEYARDS
ASSOCIATION

WINE  GB
WESSEX

WINE  GB
WEST

Themed tasting tables

These tables are a popular feature at the Trade Tasting. They shine a spotlight on a chosen selection of styles or themes, allowing buyers and journalists to taste a line-up of the same style, side-by-side. This feature also includes a dedicated table for our WineGB Awards trophy winners.

- Exhibitors can show their wines on these tables at an extra cost of £85 per wine.
- The wines will be numbered and listed in the Themed Tasting Tables section of the tasting booklet; **you must tick the box in Bottlebooks for your wines to appear in the listing.**
- Any wine on the Themed Tasting Tables must also be available on an exhibitor table.
- Additional bottles of any wine to feature will be required. We will have members of staff operating the tables to ensure they are fully stocked, and fresh bottles tasted prior to pouring.
- **Our WineGB Awards trophy winners are invited to exhibit their wines on the trophy table free of charge.**

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This year the categories are:

PIWIs – the sustainable solution to the UK's challenging climate

Open to still and sparkling, single variety and blends

- Single Variety: Must contain at least 85% of the stated PIWI grape
- Blends: If the label names multiple varieties, the listed PIWI grapes must account for 95% of the blend
- No limit to number of wines per producer

Chardonnay – a celebration of the UK's most widely planted grape

Open to still and sparkling wines containing a minimum of 85% Chardonnay

- No limit to number of wines per producer
- All wines must be commercially available

Cellar Door by Price: A fun, practical way for the trade to discover English wines by cellar door and retail website price and explore price points for all occasions

Still wines by price	£25 and under
Still wines by price	£26-£40
Sparkling wines by price	£30 and under
Sparkling wines by price	£31-£45

- Open to still and sparkling wines of any colour
- No limit to number of wines per producer
- All wines must be commercially available
- Prices per unit should not be subject to any promotional/seasonal/volume discount and is public information

[Click here to register your wines for the themed tasting tables.](#)

All wines must be commercially available and meet the Trade Tasting criteria outlined on pages 12-14.

Meeting rooms

For the first time, we have a limited number of small meeting rooms available for you to book in advance for the day. These rooms are situated on the mezzanine level (not on the tasting floor), affording you privacy for commercially sensitive buyer meetings.

There are 5 rooms in total ranging in size, and all rooms are lockable. These rooms will be set-up as boardroom style, but you can also choose for the space to be unfurnished. The space is yours for the day so you can brand the interior and add your logo to the door.

These rooms will be allocated on a first-come-first-served basis. Please contact angelina@winegb.co.uk to secure your meeting room for the day.

Meeting room

Daily rate

£250+VAT

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Prices

Producer

Individual table/stand space	£1,700
Additional stand space (for full table holders only)	POA
Half/shared table (max 6 wines per producer)	£900
Wines on themed tasting tables, per wine	£85

If you would like a bigger space, please contact angelina@winegb.co.uk to discuss options.

Regional Association Tables

Full table (max 12 wines)	£1,700
Half/shared table (max 6 wines per region)	£900
Wines on themed tasting tables, per wine	£85

Costs will be reinvoiced to individual producers by each region and/or WineGB

As regional associations are not VAT registered, WineGB can invoice individual participating producers.

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

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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

Not included:

- Collection/delivery for any wine leftover after the tasting – these will be handled by Biddenden who will invoice you for courier costs incurred
- Lunch for exhibitors
- Table-top coolers, please request when completing your application form

Logistics and tasting booklet

Logistics

Wine delivery: Once again, we are very grateful to Biddenden Vineyards who will receive your deliveries (wine, banners, and marketing materials) 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 to list all exhibitor tables, wine details, and producer contact information.

- 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 14 August** which will give us sufficient time to sort and order the digital tasting booklet.
- Please make sure that you tick the dropdown box for any wines which you will be submitting for the focus tables as we produce a separate tasting catalogue for these.

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Visitors

We had a record number of visitors to last year's Trade Tasting, and we are confident that a more iconic venue and keeping the event on a Monday will make this year's tasting even bigger.

Direct mailshot invitations are 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](#).

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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Criteria

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 have an appropriate verification of quality and that they are produced and made exclusively from grapes grown in England or Wales. At least one of the listed criteria is therefore required.
- 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 - please see relevant criteria below

Traditional Method Sparkling Wines

- A PDO/PGI registration number OR
- A post-disgorging analysis certificate that meets the PDO or PGI minimum standards* OR
- An award (Trophy or Gold, Silver or Bronze medal) in at least one of following competitions within the last 2 years i.e. 2025 or 2024):

Still Wines

- A PDO/PGI registration number OR
- A post-bottling analysis certificate that meets the PDO or PGI minimum standards* OR
- An award (Trophy or Gold, Silver or Bronze medal) in the following competitions within the past 2 years (i.e. 2025 or 2024):

Continued...

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Criteria cont.

Sparkling wines produced by other methods and natural wines:

- An award (Trophy or Gold/Silver/Bronze medal) in the competitions as set out and within the last 2 years (i.e. 2024 or 2023)

Other Products

- These can be shown provided the exhibiting producer is showing at least one regular still or sparkling wine
- Only UK grown grape-based products are permitted

Accepted Competitions

- WineGB Awards
- International Wine Challenge
- Decanter World Wine Awards
- International Wine & Spirit Competition
- IEWA
- Global Masters (The Drinks Business)
- Champagne and Sparkling Wine World Championships
- Sommeliers Choice Awards
- Chardonnay du Monde
- WineGB Regional Wine Competition trophy or medal in the last two years (i.e., 2025 or 2024)

Continued...

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Criteria cont.

Themed Tasting Tables

WineGB Awards 2026 Trophy Table

Open to all 2026 trophy-winning wines

PIWIs – the sustainable solution to the UK's challenging climate

Open to still and sparkling, single variety and blends

- Single Variety: Must contain at least 85% of the stated PIWI grape
- Blends: If the label names multiple varieties, the listed PIWI grapes must account for 95% of the blend
- Only UK grown grape-based products are permitted
- No limit to number of wines per producer
- All wines must be commercially available

All wines must also be available on an exhibitor table and meet the participating criteria for all exhibiting wines.

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Chardonnay – a celebration of the UK's most widely planted grape

- Open to still and sparkling wines containing a minimum of 85% Chardonnay
- Only UK grown grape-based products are permitted
- No limit to number of wines per producer
- All wines must be commercially available

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- No limit to number of wines per producer
- All wines must be commercially available
- Prices per unit should not be subject to any promotional/seasonal/volume discount and is public information
- All wines must also be available on an exhibitor table and meet the participating criteria for all exhibiting wines.

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 14 August. - this deadline cannot be extended.** Any entries after this date will not be included in printed press booklets but will still be shown in the digital catalogue.

The deadline for delivery of wines to Biddenden Vineyards is **Friday 21 August**

*Exhibiting at the Trade and Press Tasting is only permitted if you have paid in full prior to the event.

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Trade and Press Tasting 7 September 2026

tradetasting@winegb.co.uk

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