WINE & GB TRADE AND PRESS TASTING

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

Exhibitors' participation information



Trade and Press Tasting 2025 – bringing in the Trade....

A new venue with more space, spread across 2 floors. Centrally located in the heart of Zone 1

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

More focus on storytelling and education; what makes English and Welsh wine unique



Contents



Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY 4. Welcome

5. Tasting format

6. Exhibiting options

7. Regional Association tables

8. Themed tasting tables

9. Participation costs

10. Logistics and tasting booklet

11. Visitors

12-14. Participating criteria for all exhibiting wines

15. Next steps

Welcome



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 8 September,** across 2 floors at 8 Northumberland Avenue, just a short stroll from Trafalgar Square. Over the decades, this venue has transformed from an ambitious Victorian hotel to a modern events destination, blending grand heritage architecture with state-of-the-art technologies.

The central location and a return to a Monday fixture will make this year's tasting 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 2026. 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

We look forward to seeing you at 8 Northumberland in September!

Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY





Tasting format

8 Northumberland Avenue is our new home for 2025, with more space spread across 2 floors. The historic dual-space ballroom and old billiard room set the scene for a truly memorable experience with each space working in tandem to expand the impact of this year's Trade and Press Tasting.

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 see page 8
- 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



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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.







Regional association tables

The regional association tables will showcase the identity, unique characteristics, innovation, and success 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 selected representatives to ensure impartiality.

- 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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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 £80 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.

Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY

This year the categories are:

Taste the terroir - does soil make a difference?

- Open to whites and rosés (still and sparkling), these tables will feature wines made from grapes grown on chalk, clay, sand, and other soil types to showcase the UK's diverse terroir.
- One table will be dedicated to stills, and one for sparkling limited to 20 places per table

Rise of the reds

 Open to still reds, this table will highlight the variety of still red wines produced in England and Wales, from Pinot and beyond.

All wines must meet the Trade Tasting criteria outlined on pages 12-14.

Participation costs



Producer

Individual table/stand space

Additional stand space

Half/shared table (max 6 wines per producer)

Wines on themed tasting tables, per wine

£1,600

£550

£850

£80*

*Limited places available

Regional Association Tables

Full table (max 12 wines)

Half/shared table (max 6 wines per region)

Wines on themed tasting tables, per wine

£1,600

£850

*Limited places available, please see page 8 for details

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.

Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY

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 8 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.





Visitors

We had a record number of visitors to last year's Trade Tasting, and we are confident that a more central location and a move back to 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 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, and we recommend that you add this to your email signature as soon as you have completed your registration to promote your participation.

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

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

To ensure that this year's event allows you to focus on trade and press visitors, we will limit the number of exhibitor attendees and will open up the tasting floor to fellow exhibitors at 4pm. This is an important opportunity for exhibitors to benchmark their wines against others and should be encouraged.



Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY

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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. You must have been a WineGB member for at least 6 months prior to registration. Otherwise, we will request advance payment of the membership shortfall. 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...

Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY



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...

Monday 8 September 11:00am - 5:30pm 8 Northumberland Avenue, WC2N 5BY



Criteria cont.

Themed Tasting Tables

- WineGB Awards 2025 Trophy Winners open to any wine that won a trophy at this year's WineGB Awards
- Taste the terroir (still) open to still whites and rosé, featuring wines grown on chalk, clay, sand and other soil types
- Taste the terroir (sparkling) open to sparkling whites and rosé, featuring wines grown on chalk, clay, sand and other soil types
- Rise of the Reds open to still reds, this table will highlight the variety of still red wines produced in England and Wales, from Pinot and beyond

Limited places available on the Taste the Terroir tables

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.

Registrations will close on **Friday 1 August**, unless sold out sooner.

The deadline for all information to be supplied to WineGB for the digital tasting catalogue is **Friday 8 August**.

The deadline for delivery of wines to Biddenden Vineyards is Friday 22 August

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







Trade and Press Tasting 8 September 2025