



LONDON CRAFT BEER FESTIVAL

**Celebration of food, drink
and beer culture**

Southwark Council / Friends of Southwark Park - 30.10.25



Established in 2013, LCBF is the UK largest and most important event in the beer calendar. International renown, we're excited to bring this to Southwark, the home of beer in London.

**CELEBRATION OF
SMALL BUSINESSES**

**CREATIVITY
& INNOVATION**

**INCLUSIVITY
& DIVERSITY**



Working in partnership

Our track record shows that we believe a safe event is a successful event. We have worked in partnership for nearly a decade with Tower Hamlets and Bristol City Council to ensure our events are executed safely.



<https://wearebeer.com/partner-trailer/>



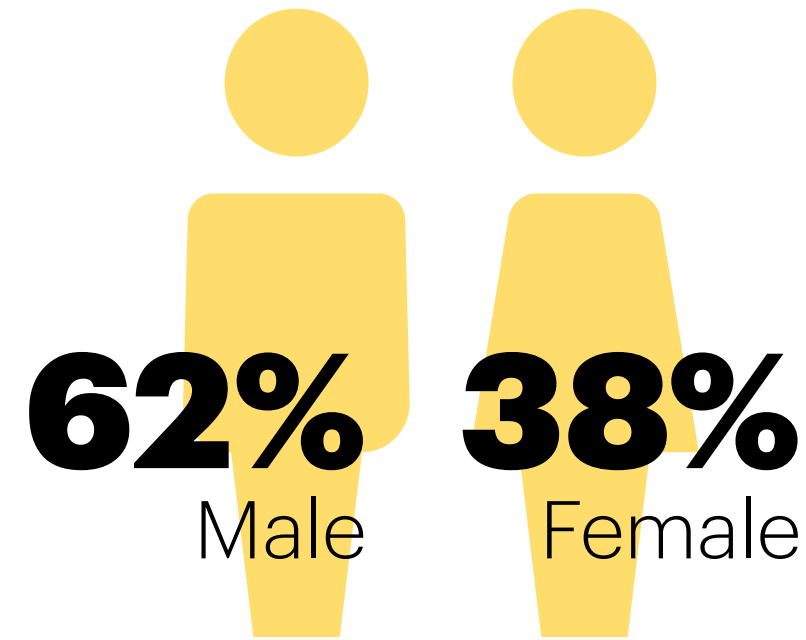
Our Audience

We have a great audience of food and drink fans who come to discover great flavours and enjoy the community we have built. They contribute to local businesses, and are increasingly health conscious - a big part of our experience. While we're proud of the diversity of our audience, we never stop working to make our events as inclusive as possible to all fans.

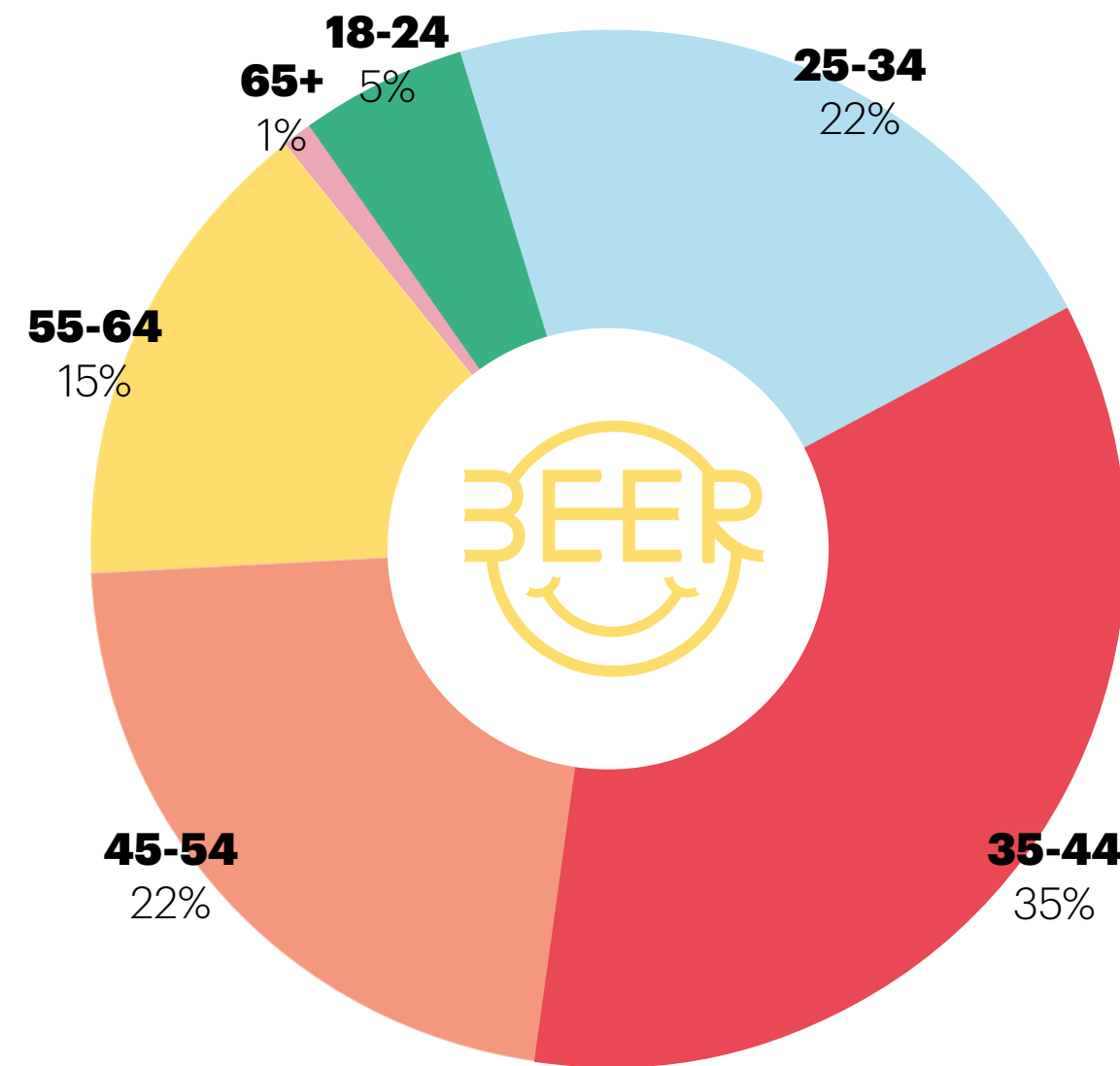


We did a major piece of qualitative research, speaking to thousands of our audience

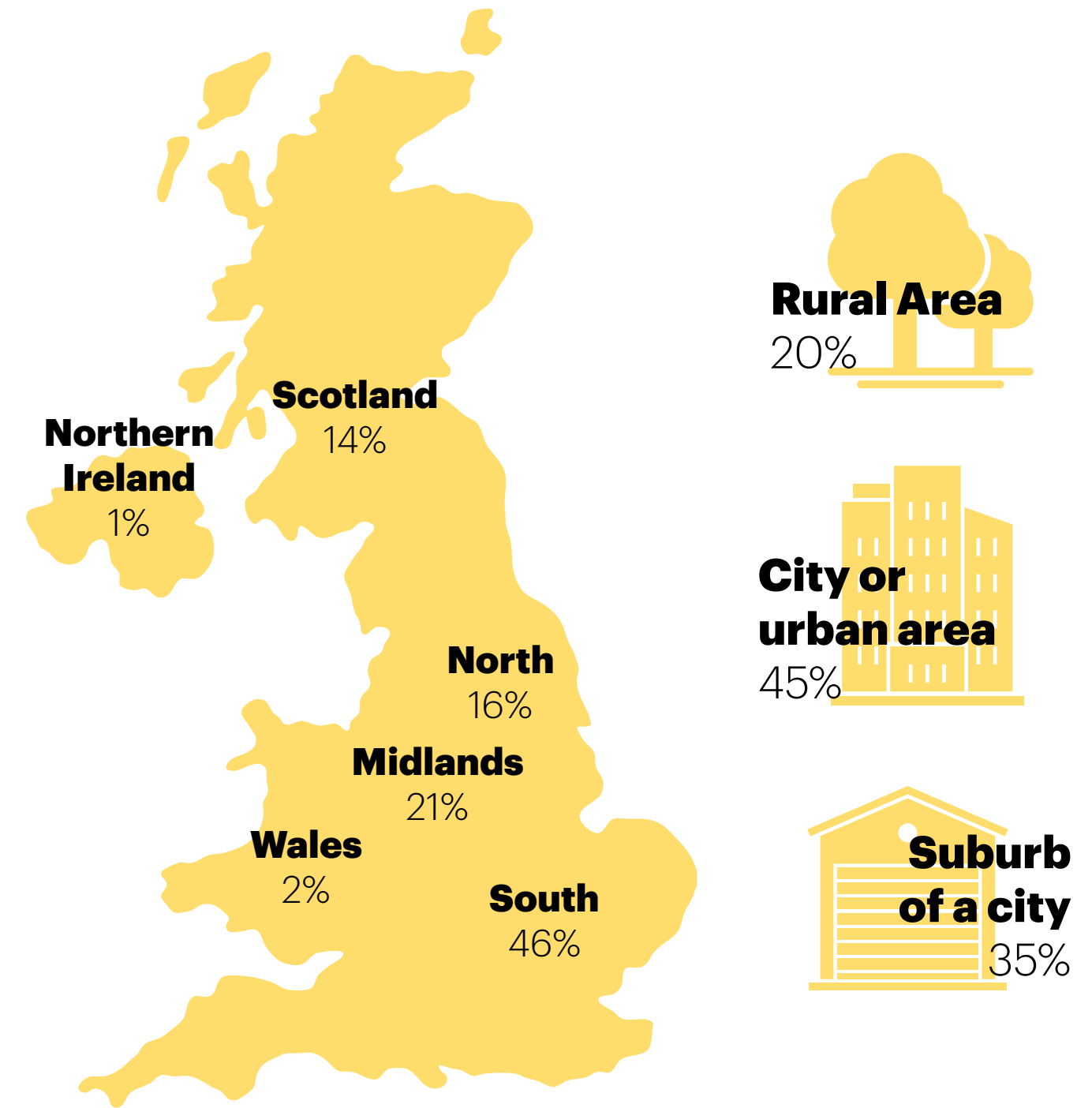
Gender Split



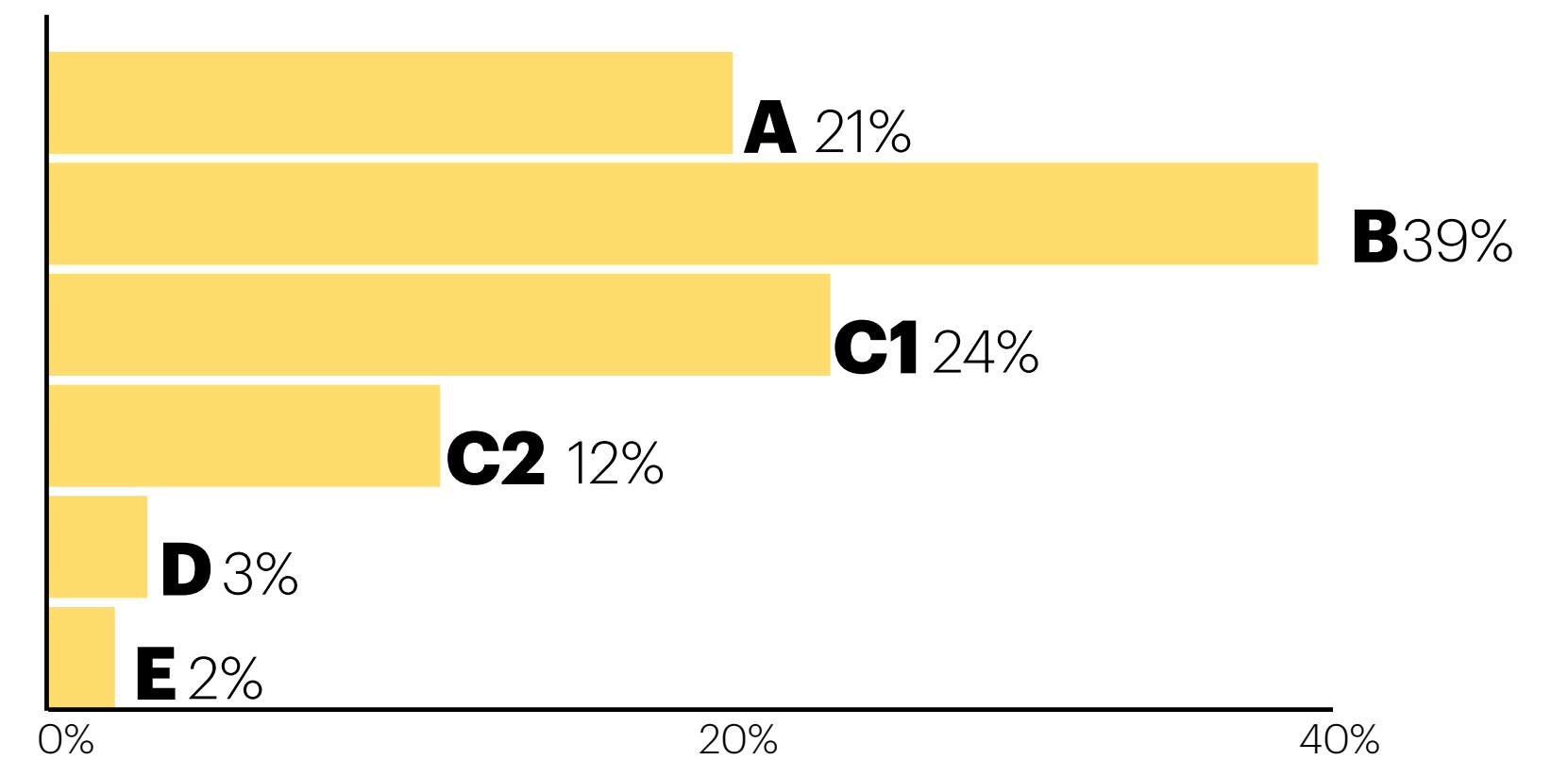
Age Demographic



Area Demographic



Social Grade



OUR AUDIENCE ARE CRAZY ABOUT FOOD AND DRINK

88%

say they're passionate about food and beverage (compared to national ave. of 61%)

1 in 3

regularly drink non-alcoholic beer

72%

will post on their own social media channels about food and drink



They're not just beer drinkers - they're food and drink lovers

3 in 4

say eating out and finding restaurants is in their top hobbies

52%

put cooking in their top 5 past times

Over half

attended food festivals in the last year

75%

drink wine regularly

2/3

seek out travelling for food and drink

Half

our audience are regular drinkers of whisk(e)y, gin, cider or cocktails

WELLBEING



INCLUSION



TRADE AT WE ARE BEER FESTIVALS

£20m worth of trade business was done by our partners in 2024. Buyers responsible for 73% of UK craft beer sales visited a We are Beer Festival in 2024

As one of the UK's largest on-trade craft beer procurement companies we recognise the huge importance of this festival for the growth of the category. No other festival put so many buyers and suppliers under one roof while delivering an engaging event that puts great beer right at the heart of an amazing on-trade experience.

Joanne Taylor – The Beer Company



2024 TRADE OVERVIEW

6,000

Trade Visitors

from over

1000

Unique Companies



202

Multisite and group buyers

118

wholesalers from UK, Europe and Asia



1017 out of 2300

were identified as either the final decision maker or Craft Buyers Club

£1m

year in purchasing power. The final purchasing authority of the largest pub cos in the UK.

47

fine dining restaurants and bars

72%

of attending trade have purchasing authority



100

specialist off licenses online/offline

100

additional breweries attending plus 200 breweries exhibiting



LCBF '26

17th & 18th July 2026

Community benefits

- World Cup - Community Event
- Local employment
- Volunteer, upskill program
- Southwark business profile - breweries, brands, food and music
- Residents discount - free tickets to local good causes
- London, national and international profile raising
- £1m invested in the event

