

## TRADE SHOW

# 2025 WUSATA PAVILION AT IFE LONDON

Monday, Mar 17 - Wednesday, Mar 19, 2025  
Registration: Monday, Oct 21, 2024 - Friday, Feb 7, 2025  
📍 ExCeL London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL  
| United Kingdom | Europe

<https://wusata.avibe-stag.com/e/U9FBT83>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### 2025 WUSATA Pavilion at IFE London

London, United Kingdom

March 17-19, 2025

International Food and Drink Exhibition (IFE) is the United Kingdom's largest and most successful product sourcing platform and takes place at ExCeL London as part of Food, Drink & Hospitality Week. Brand owners and manufacturers from all over the world can meet face-to-face with retailers, wholesalers, import/exporters, and hospitality professionals across the three days to showcase their products to buyers who are actively on the hunt for the latest innovations across food and drink.

Access a large market for U.S. exporters: the UK's GDP of \$3.09 trillion makes this the world's sixth largest economy, and a stable trading partner for the U.S.

There are two options for participation in IFE:

#### 1. Exhibit at the show with a kiosk in the WUSATA pavilion **(Available until January 31st only)**

- Receive a kiosk with signage and seating.
- Each company gets one hotel room for five nights.
- Have your products featured in the chef demonstrations conducted by WUSATA's chef in the WUSATA pavilion.
- Cost: \$3,000
- **Registration Deadline: January 31st**

OR

#### 2. Send product to be included in a chef demonstration.

- The chef demonstration will be conducted by WUSATA's own chef within the WUSATA pavilion.
- Your product will be on full display while samples are being served.
- No travel required for this opportunity.
- Sample shipping cost included in registration fee.
- Leads will be generated and reported to you.
- Cost: \$500.
- **Registration Deadline: February 11th.**

### Benefits of Participation:

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | [www.wusata.org](http://www.wusata.org) | (360) 693-3373



## PRODUCT DESCRIPTION

Featured products include but are not limited to processed fruits & vegetables, meat, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

### INDUSTRY FOCUS

Consumer Oriented   Ingredient   Retail Products   Specialty

Beverage

### BUYER AUDIENCE

United Kingdom

- Expand sales to the UK market.
- Connect and meet with premier buyers from the UK and Europe.
- See regional trends in the food and beverage market.
- Showcase products to over 30,000 visitors.
- IFE is part of Food, Drink & Hospitality Week in UK for more coverage.

**Itinerary:**

March 16: Set up day

March 17-19: Tradeshow open