

1-9 NOVEMBER 2025

BRIGHTON COCKTAIL WEEK

*SPONSORS &
STAKEHOLDERS
REPORT 2025*

Delivered by





About Brighton Cocktail Week 2025

Delivered by BITE Sussex – the longest established local food, drink and hospitality group in Brighton & Hove who delivered the Brighton & Hove Food and Drink Festival – November 2025 saw the 5th edition of the event running at 29 premium hospitality venues and three visitor attractions across the city.

Funding model

- ★ The 10-day activation was paid for entirely through the generosity of brand sponsors.
- ★ Venues did not pay to participate, received complimentary stock and kept all revenue from the £9.50 promotional cocktails they sold.

Stakeholders

Alongside organisers BITE Sussex, the following stakeholder groups were identified in the activation:

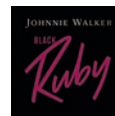
- ★ Venue operators
- ★ Bartenders
- ★ Brands and their representatives/ambassadors
- ★ Guest chefs and restaurateurs
- ★ Brighton tourism attractions
- ★ Local charities
- ★ Media partners including The Argus, XYZ, BBC and Visit Brighton

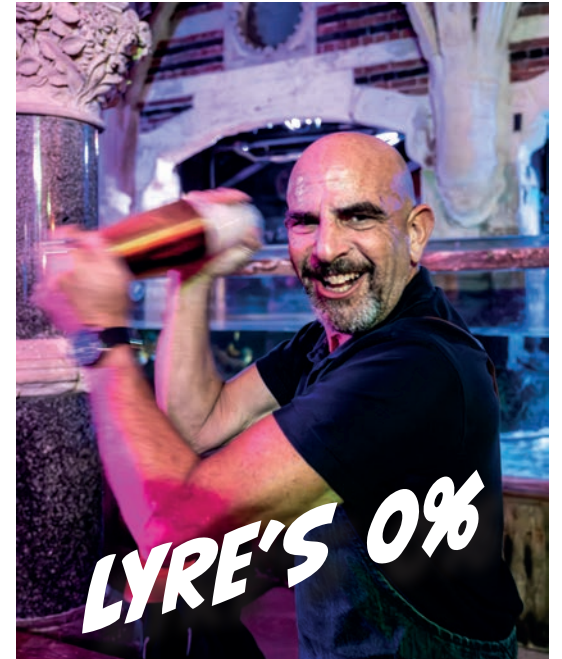
Activation objectives

- ★ Promote Brighton & Hove's premium bar and hospitality sectors during the quieter winter tourism season when venues need the most support.
- ★ Create spend for venues with a sensibly priced cocktail – supported with complimentary stock – that provides a workable margin.
- ★ Cross-pollinate footfall between venues to encourage consumers to try new venues.
- ★ Ensure no barriers to entry for consumers (ie no ticketing mechanism required).
- ★ Generate opportunities for brands to meet bartenders to establish new connections and build on existing relationships.
- ★ Allow brands to introduce new products to bartenders and consumers.

Demographics 2025

- ★ We extrapolate the demographics of our activations via social media engagement and ticketing of one-off evening events. As expected from previous similar events, the core demographic was aged in the 35-55 group with event ticketing purchased mainly by women leading to the conclusion that women are the lead decision makers for BCW.





BITE Sussex's Brighton Cocktail Week 2025 activation model

With decades of experience running food and drink events in the city, wider county, nationally and internationally, the BITE Sussex team know that there is more to an activation than just the consumer experience. Building a functioning network of businesses and generating long-term commercial relationships between is a key deliverable.

BITE Sussex 'Meet the Makers'

BITE Sussex annual 'Meet the Makers' business-to-business trade day on Brighton Palace Pier on Monday 30 June 2025:

- ★ Alongside wider hospitality and tourism businesses, BCW25 bartenders and brands were invited to attend this exclusive annual event at Horatios bar on the pier for food and drink sampling and networking.
- ★ Confirmed BCW partner brands were offered complimentary tasting tables to share their products alongside wider Sussex food, wine and beer producers.
- ★ Wider guests – from bars, restaurants, hotels, independent Sussex retail, tourism operators and media – were invited to attend by RSVP. Over 100 businesses were represented across the afternoon.
- ★ Guests enjoyed informal networking with industry colleagues, complimentary drinks and snacks... and ride on the dodgems!

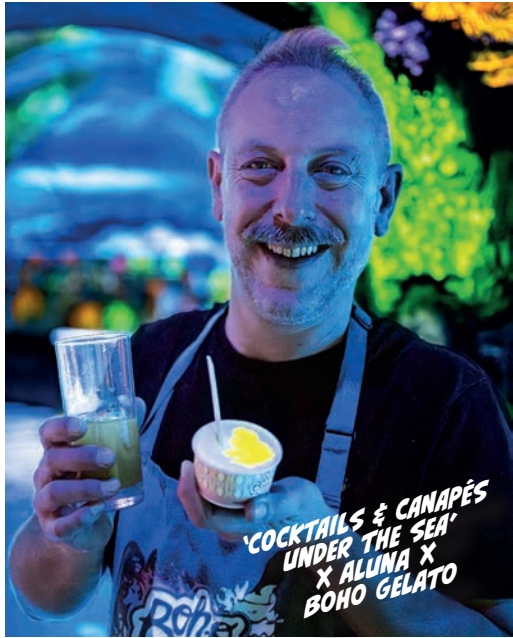
BCW25 week

The 'week' – running nine days from 1-9 November 2025 – included:

- ★ £9.50 promotional cocktail menus at 29 premium hospitality venues. Menus were available to all guests without the need for a ticket.
- ★ Participating venues and sponsor brands were invited to host their own in-house events that would be promoted within the wider BCW25 programme.
- ★ BITE Sussex organised three charity events at major visitor attractions in the city:
 - *Cocktails & Wagging Tails @ Brighton Toy & Model Museum*: a doggy open day with cocktails by Madame Jennifer distillery and snacks for dogs and their humans. All proceeds were divided between the museum charity and RSPCA Brighton.
 - *Reach for the Stars @ Brighton i360*: bartenders from Blossoms, Drift, Hotel du Vin and No 124 by Guesthouse served up bespoke cocktails featuring Pernod Ricard brands. £5 from every ticket was donated to local children's charities.
 - *Cocktails & Canapés Under The Sea @ SEA LIFE Brighton aquarium*: our headline event, seven bartenders partnered with seven local chefs to create cocktail and snack pairings that were served in different zones of the aquarium. £1740 was raised for the independent SEA LIFE Trust charity.

Sussex Bartender of the Year competition

Due to logistical reasons, the 2025 competition has been postponed to spring 2026. Open to all professional bartenders in Sussex, BCW25 sponsors can include 5cl minis in the competition box at no extra cost and attend the finals to be hosted in Brighton in April 2026.



Marketing & PR

BCW25 served up mixed up, mashed up, messed up cocktail madness reflected in our punchy marketing materials that stood out from the crowd.



Above top & bottom: 16 page A6 folded map flyer. Two print runs each of 2,500 copies.



Above left & right: Each venue was provided with complimentary A5 double sided menus. Print run dependant on venue size.



Bottom: A2 posters. Print run of 150 copies.



Above: brightoncocktailweek.com website

BCW25 week

The 'week' - running nine days from 1-9 November 2025 - included:

- ★ Printed flyers, posters and menus supplied to all participating venues.
- ★ Activation website and general/targeted social media posts with general messaging, menus and events.
- ★ Bespoke photography was supplied to all venues and sponsor brands to share on their social media channels.
- ★ Pre-event and post-event PR with stories and interviews placed with The Argus, XYZ, Sussex World and BBC.



BITE Sussex's Brighton Cocktail Week 2025 summary

BITE Sussex welcomes feedback from all of our stakeholders to ensure activation models are transparent and continually honed to ensure contemporary relevance to consumers and profitability to businesses.

- ★ From experience in the UK and internationally, BITE Sussex continue to believe that pre-ticketed cocktail week activations are a significant block to both b2b and b2c engagement between consumers and stakeholders. Free access to promotional menus with cocktails viably priced remains the model we will continue to champion.
- ★ Despite agreeing to participate in face-to-face meetings and via email a number of venues withdrew at the 11th hour. With the specific BCW activation model, venues do not pay to participate hence it is hard to address this frustrating situation however we will be cautious in engaging with these businesses in the future.
- ★ For a multitude of reasons, the hospitality industry is a challenge to engage with. Despite the clamour for marketing support, arranging complimentary brand/venue photography, meeting pre-subscribed deadlines and obtaining sales figures remains an issue.
- ★ BITE Sussex had begun planning for the 5th edition of BCW in late summer 2024, feeling the time was right with much of the dust having settled following Covid and a new will for local hospitality to work together to further the outward projection of the city as a premium destination. It is noted that it was discovered in late 2024 that another operator had a similar cocktail initiative planned to run in September 2025 which presented confusion to venues and brands.
- ★ Some sponsor brand partners were more organised than others in terms of venue visits to ensure that face-to-face meetings with venues for menu planning was achieved in good in time, stock was delivered prior to the start date of the activation and sponsorship fees were paid within 30 days to facilitate the organisation of the event. On the whole, most venues – particularly the more proactive ones – didn't find this an issue however some venues require more hand-holding from BITE Sussex and sponsor brands.
- ★ General feedback from sponsor brands is that BCW25 was well-organised and that new commercial conversations were made with venues; in some cases unexpected connections with venues that perhaps would not be their existing client-base. The sponsorship price-point is appropriate for exposure and commercial potential in Brighton & Hove.
- ★ Some venues were more proactive than others in terms of displaying marketing collateral – and in certain cases their BCW menus that were printed and supplied to them. In all cases identified during the activation this was followed up as a priority. As always, the venues that did more to promote their participation in BCW, their own menu and the charity events benefitted more than those that didn't.
- ★ The fixed £9.50 promotional price allowed all venues to make a realistic margin but with some venues having drinks – whether on their regular menus or happy hour promotions – priced below that point, a more flexible structure needs to be considered. The complimentary stock, PR support and b2b networking opportunities are appreciated by all venues.
- ★ For future events, venues have requested more paid-for social media content with less focus on traditional media. It is noted that a significant number of venues did not share the BCW social media bundles of bespoke imagery, branding and copy-and-paste text content that were provided to them and relied entirely on BITE Sussex to generate engagement with their venue/event. Any paid-for social media will require a financial contribution from those venues who request it.
- ★ Whilst we went with a punchy magenta and yellow, retro themed design for BCW25, some venues felt it was a little too far out despite being visually unmissable. Comments have been taken onboard and the design will be revised for 2026.
- ★ Feedback from some venue operators is that Brighton Cocktail Week (November) is too close to the new Brighton Cocktail Festival (September). Taking this into account, BITE Sussex are amenable in moving the 6th edition of Brighton Cocktail Week to the late shoulder period in April between Easter and May 2026.
- ★ BITE Sussex thanks all the bartenders, venue operators and sponsor brands who generously supported our one-off ticketed charity events through time, resource and product at major Brighton visitor attractions to raise around £2,500 for animal, childrens, cultural and environmental charities.



VENUE	Altos	Aluna	Brighton Gin	DedBest	Fever-Tree	Goldstone	JW Black Ruby	Lillet	Lyre's	Madame Jennifer	Ramsbury	Slake	TOTAL
The Archives		3			7****		7		0		9		19
Blossoms	36*	44*	36*	44*	2****	48	62		2				182
Bohemia	19		20		22****		13		3		18		73
Bottom's Rest													25****
The Breakfast Club	1				1****		3		1		1		6
Burnt Orange					17****	57	34	58	17		49		166
The Canopy Café													
Cases													
Cecconi's													
Clementine & Co													172****
The Coal Shed					14****	25	32	5	2		9		73
Drakes	2	6			4****		4		2		1		15
Drift	10	20			6****		6		6				42 (plus approx 200 sold on event night)
Embers													323****
Hotel du Vin													
Kindling	30**				19****		11		6	16	19		82
La Choza	2	8			4****		2**		2				14
Lost in the Lanes	4	12*			9****	12*	9		0		9*	9*	34
Market													
No 124	19			8	8****		5		0		5		37
Palm Court													
The Prestonville Arms													
Redroaster	14		10		10****		10	8	5		8		55
The Salt Room					1****	2	2	1	2		6		13
Shelter Hall	7*				9****		9		8		26		50
Terre à Terre													80****
Tutto					3****	11	11	19	3		12		56
Twisted Lemon	27			19			20		9		22		97
Twisted Lime													

*Multiple sponsor products featured in the same drink (this is taken into account in the total column to avoid duplication).

**The sponsor brand supplemented the main product for a secondary product that was more suited to the venue.

***Venue could only provide a total of sales due to the way promotional drinks are recorded.

****As a mixer, Fever-Tree is not included as a standalone drink in the final total for each venue. Some venues used multiple Fever-Tree products so this is reflected in the column.

Sales figures correct as of 18 December 2025.

This document will be updated and recirculated once more venues revert.



**'COCKTAILS & CANAPÉS
UNDER THE SEA'
@ SEA LIFE BRIGHTON
X BURGER & LOBSTER
X NOSTOS X RAMSBURY**



**'COCKTAILS & CANAPÉS
UNDER THE SEA'
@ SEA LIFE BRIGHTON
X NO. 124 X COCOA
CORNER CAFÉ X DEBBEST**



**PALM COURT @
BRIGHTON PALACE PIER
X BRIGHTON GIN**



**BOHEMIA X
RAMSBURY**



**HOTEL DU VIN
X JOHNNIE WALKER
BLACK RUBY**



**'REACH FOR THE STARS'
@ BRIGHTON 1360 X
PERNOD RICARD**

BITE Sussex's *Sustainable* Brighton Cocktail Week 2026

What our 6th edition will look like...

BITE Sussex activations

Based on feedback, we propose to run the 6th edition of Brighton Cocktail Week from **Friday 6 to Sunday 15 November 2026**. This is shoulder season period for the the visitor economy when hospitality need the most support. It also removes any confusion with the Brighton Cocktail Festival that have announced that they will re-run in September 2026.

Menus

★ **The focus of BCW26 will be sustainable bar practices and cocktails.**

- ★ Promotional menus to remain at £9.50 per cocktail.
- ★ However for venues that offer lower priced cocktails on their regular menu then that price can be matched.
- ★ Menus can only feature sponsor spirits, liqueurs and mixers.
- ★ Menus will be design and printed by BITE Sussex for consistency of activation branding.

Venue/brand activations

- ★ Venues can activate tastings, masterclasses and parties in conjunction with sponsor brands.
- ★ To be included in the activation these need to be confirmed and relevant copy, images and ticketing links need to be supplied 30 days prior to BCW26.

BITE Sussex activations

BITE Sussex are currently looking at the following internal activations which are open to bartenders and brand sponsors, plus wider hospitality:

- ★ BITE Sussex Bartender of the Year competition (postponed from November 2025 for operational reasons). Note that this is complimentary for all BCW25 sponsors and additional BCW26 sponsors.
- ★ 'Cocktails and Canapés' at Brighton SEA LIFE aquarium (this will be a fundraiser for the SEA LIFE Trust charity).
- ★ Young chef and bartender collaborative supper.
- ★ Extension of the 'Bloody Brunch' build-your-own Bloody Mary interactive activation.
- ★ BITE Sussex 'Meet the Makers' b2b networking and sampling afternoon event in June at a major attraction or hotel with complimentary tasting tables for BCW26 sponsors. Invitees will include bartenders and venue operators, alongside wider hospitality and tourism businesses.

Sponsorship tiers for BCW26

- ★ Cocktail #1: headline spirit brand with a drink on every menu £2,950
- ★ Cocktail #2: headline spirit brand with a drink on every menu £2,950
- ★ Cocktail #3: headline spirit brand with a drink on every menu £2,950
- ★ Cocktail #4: small and local spirit brands with a drink on one menu £195
- ★ Cocktail #5: headline 0% spirit brand with a drink on every menu £950
- ★ Softs/mixers: two brands with a product on every menu at £950 per brand





Brighton Cocktail Week is delivered by BITE Sussex:
a local food, drink and hospitality group initiative managed by Sharp Media Ltd
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