



FOOD FESTIVALS | FOOD AWARDS | FOOD & HOSPITALITY NETWORKS | GASTRONOMIC TOURISM

With 15 years of experience delivering food and drink events and promotions both in the UK and internationally, here at Sharp Media we know there's a lot more to a food festival than 'tents in a field'.

Whether a one or two day annual outdoor event, or a curated week of venue-hosted bespoke dinners, tastings and trails, a professionally organised food and drink festival delivered by Sharp Media will provide a commercial and cultural focal point not only for your local culinary year but also a hook for your wider gastronomic tourism, place building and circular economy strategies.

Why food & drink events?

- Food and drink is a shared experience that everyone of all ages and demographic backgrounds can relate to and participate in.
- Gastronomic tourism is a leading driver of inbound visitors to regions.
- Visitors engaging in food tourism tend to have a higher spend, and stay longer including overnight accommodation.
- The post-Covid recovery and regeneration of town centres is likely to be highly reliant on unique experiential activities such as food and drink.
- Hospitality businesses and small local producers are notoriously difficult to engage; a food festival creates a focal point for collaborative involvement with a direct economic return for their businesses.

The full package

- One day to one week events showcasing the best of your local hospitality, food and drink offering.
- Consultation and engagement with key public, private and third sector stakeholders to define relevant objectives and deliverables.
- Branding, marketing, design, PR, photography and social media support.
- Creation and delivery of a practical plan that promotes the uniqueness of your local offering and generates revenue for food and drink businesses.
- Facilitation of an active and engaged network of local hospitality businesses and regional food and drink producers.

- Work in partnership with TCM/BIDs, local government and existing trade bodies.
- Generation of relevant sponsorship channels and business investment to reduce core funding requirements.



Gourmet bus tour, Guernsey



The Three Chefs... Go To The Movies themed dinner, Brighton



Live Food Show, Brighton



Feast @ Fitzrovia Food Festival, Charlotte Street, London W1





Make Your Case 'punk' wine tasting, Brighton

Whether one day or two weeks, we can curate and deliver a bespoke food festival – that will engage locals, visitors and businesses – from our 'Bite' menu of informative, relevant and FUN events...

Outdoor food festival example activities:

- Big Bite Market
- Live Food Show
- Children's Food Festival
- Beach BBQ Cook-Off
- Chilli Challenge
- Extreme Food Challenge
- Wine Festival
- Cheese Bowling
- Beer & Cider Festival
- Waiters Race
- Dog's Dinner Competition
- Grow-Your-Own/Food Upcycling/Seed Swap
- Bite Big Screen interactive food cinema nights

Venue-driven food festival example events:

- International Chef Exchange
- Food & drink world record attempts
- Cocktail Week
- English Wine Week
- Gourmet Wine & Bus Tours
- Safari dinner
- Make Your Case 'punk' wine tasting
- Local producer/chef collaboration dinners
- Young Chef of the Year competition lunch
- The Three Chefs Go To...? themed dinner
- Food Lab experimental dinner
- Tapas Taster Trails
- Super taster wine science





English Wine Festival, Hove Lawns, Brighton



Sussex & The World Market, Hove Lawns, Brighton



Dog's Dinner Competition, Hove Lawns, Brighton



The Hague Cocktail Week, Netherlands



Children's Food Festival, Kingston upon Thames



Brighton & Hove Food and Drink awards finals



Celebrate the best of the best of food and drink!

Food and drink are a great way of not only engaging consumers but also hospitality businesses and food and drink producers across your region in the build up to your festival.

We have multiple award structure models to ensure this activity is delivered on-budget and with the highest levels of all-important transparency and integrity.



Brighton & Hove Food and Drink awards finals



Hospitality B2B trade edition of Sussex Gourmet Bus Tour



At the heart of a successful regional food and drink economy is an engaged network of producers and hospitality buyers with shared values on locality, provenance, seasonality and quality.

We can either build you a network of food and drink business stakeholders from scratch, or work with existing organisations in your region to support their growth through professional yet fun engagement and networking activities.



Young Chef of the Year competition, Brighton



Bite Sussex website



Need a website? No problem!

Branded brochures and display collateral? Consider it done!

We've many years of experience building food and drink brands,

and can provide as much marketing, creative, design and PR support as you need including relevant engagement through key social media channels with both businesses and target consumers.



COMING SOON: Bite Live! Our live streaming online portal



Big Sussex Market, Brighton



Brighton Cocktail Week, Old Ship Hotel, Brighton



Food Lab experimental dinner, 64 Degrees, Brighton



Beer bottle opening world record attempt, Brighton



Van Kleef distillery tour, The Hague Food Festival, Netherlands



'Boho Disco' interactive ice-cream disco tent, Brighton



Brighton Food Trail



World's Biggest Cheeseboard world record attempt, Brighton



Beach BBQ Cook-Off Competition, Hove Lawns, Brighton



Nick Mosley has worked across the hospitality, food & drink and tourism industries for 25 years.

From early beginnings art directing for London's West End theatreland and international tourism boards, Nick moved to Brighton in 2004 before going on to found Brighton Visitor and later co-founding the Brighton Tourism Alliance network, which

led to taking on the mantle of the Brighton & Hove Food and Drink Festival.

Nick has a proven track-record of showcasing, hospitality businesses and craft food and drink producers within international markets.

A champion of local food and drink, Nick was recognised as 'Brightonian of the Year' at the 2017 Brighton & Hove Business Awards for his contribution to Sussex hospitality and tourism.

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Nathalie Gomez de Vera is the event logistics, admin and social media marketing brains behind the Sharp Media team.

Before relocating to Sussex, Nat cut her teeth in marketing and PR on the London club scene in the hedonistic 90s, giving her a deep understanding of not only what consumers want but also what businesses in the

hospitality sector actually need to ensure their success.

Passionate about local food sustainability, growing and the wider implications of food poverty, Nat creates order from chaos and injects the fun into food.

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Shanta Bhagwandin has a multitude of experience within the events industry including planning, operations and programming. A born Londoner, she has been producing events and cultural festivals in the city since 2003 where her expertise has been to raise awareness, drive footfall, and to build communities.

Shanta has enjoyed shaping and implementing the marketing and events strategy for a number of Business Improvement Districts and destinations including the Royal Docks and Fitzrovia. Passionate about food festivals and community engagement, she launched the Kingston Food Festival and Feast@Fitzrovia. She likes nothing more than nurturing relationships and developing collaborations.

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Hospitality B2B trade networking day, Sussex

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