



‘More Than Only Food & Drink’ at Bread & Jam Festival

15- 16 July 2025

The [Bread & Jam Festival](#) is the UK's leading event for food and drink entrepreneurs, providing a vibrant platform for small and medium-sized enterprises (SMEs) to connect, learn, and grow. Held annually, the festival features expert-led workshops and talks that cover essential topics such as market trends, branding strategies, and export opportunities. These sessions equip entrepreneurs with the knowledge and skills needed to succeed in a competitive industry. The European Union's “[More Than Only Food & Drink](#)” campaign has secured a place for twenty EU food and drink producers to attend the Bread & Jam Festival, providing them with the opportunity to enter the UK market.

Overview of the event activation

- **Date:** 15 - 16 July 2025
- **Location:** Business Design Centre, Islington, London
- **Pitching Zone:** UK buyers from around 30 different retailers and wholesalers will take part. EU producers can apply to pitch with the support of the consortium. Selected EU producers will have a 10min-time slot with the buyers on 15-16 of July.
- **Tasting Panel:** EU producers not selected for one-to-one meetings can attend the Tasting Panel in a public space at the festival. This allows them to sample products and receive feedback from two buyers for 15mins.
- **Sponsoring of VIP Lounge:** The VIP Lounge is a private area for buyers. There will be a Producers Table with products on display, but no tasting is foreseen.
- **Goodie bags** will be distributed to VIP attendees, each containing up to 15 ambient products from the European producers.

Timeline for the producers who want to participate

- **30 April:** Kick-off session to introduce the activation, outline eligibility and address any questions EU producers might have.
- **19 May:** Deadline to send the Call for Interest to participate in the Bread & Jam Festival.
- **30 May:** Email notification about the producers pre-selected.
- **3 June:** 1st pre-event virtual session with the Bread & Jam team to brief producers on how to maximise their participation, overview of retailers, and explain how to apply to pitch.
- **24 June:** 2nd pre-event virtual session with the Bread & Jam team (same as 1st pre-event session).
- **10 June-7 July:** Application to Pitching Zone.
- **10 July:** Notification about selection to Pitching Zone.
- **7-14 July:** Preparation for the Festival
- **15-16 July:** Bread & Jam Festival.

For more information about the ‘More Than Only Food & Drink’ campaign please visit the [website](#) or email morethanfood_UK@agripromotion.eu



EUROPEAN UNION

