

*We are*  
**BEER**

**WRAP UP**  
**2021**

LONDON  
CRAFT  
BEER  
FESTIVAL

EDINBURGH  
CRAFT  
BEER  
FESTIVAL

BRISTOL  
CRAFT  
BEER  
FESTIVAL

BEER—  
CENTRAL

MANCHESTER  
CRAFT  
BEER  
FESTIVAL

LONDON  
*Christmas*  
BEER  
FESTIVAL



Bigfoot  
Festival  
18–20.  
06.21

*7 FESTIVALS, 50,000 VISITORS, 1 GREAT PARTNERSHIP*



## OUR MISSION

Our purpose is to make beer pop culture by celebrating the creativity, diversity and dynamism of modern craft beer culture.



We've built our reputation through changing the game in beer festivals - creating amazing experiences that promote the very best breweries and creative elements of modern beer.

We started with London Craft Beer Festival in 2013 with just over 2000 attendees, roll forward 7 years and we attracted over 20k visitors across out festivals in London, Bristol, Edinburgh and Birmingham.

We've built our consumer and industry reputation by working with the best breweries in the world, incorporating fantastic partners and sponsors, and by elevating the experience with incredible chefs and musicians.





## We are Beer events are much more than beer

At the heart of our ethos is a constant question - are we providing value for money. When we adapted the festival from a 3 day 5 session event outside of London to a 2 day 3 session event this was at the heart of the debate, the saving of two night hotel for our partners, the saving in labour time, the ease of attendance and the fact that people would be able to come on a Friday morning and be back by Sunday afternoon ready for work the next day was key to us.

The sustained investment in our operations team, back end systems and core staff allowed for greater continuity and consistency, translating in a more efficient event for all.

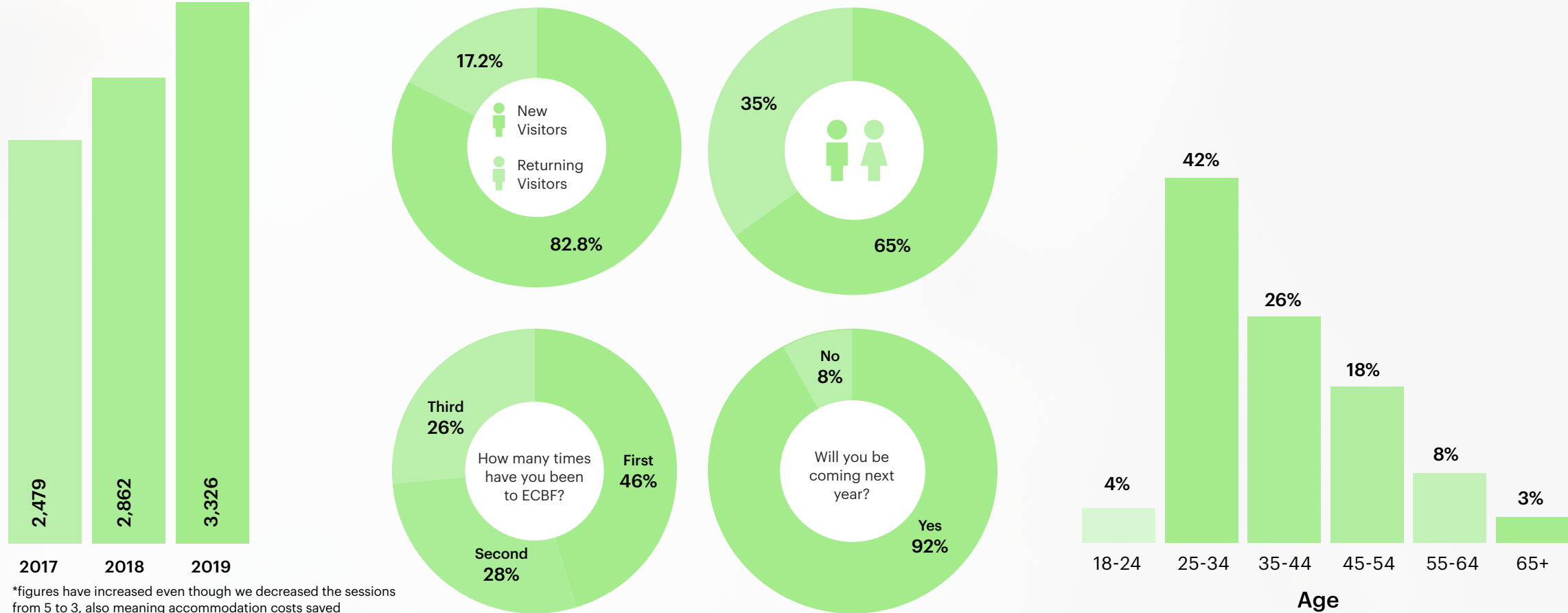
We understand that any investment needs to see results. This can range from liquid on lips, brand interaction time, consumer awareness to on trade and off trade sales.



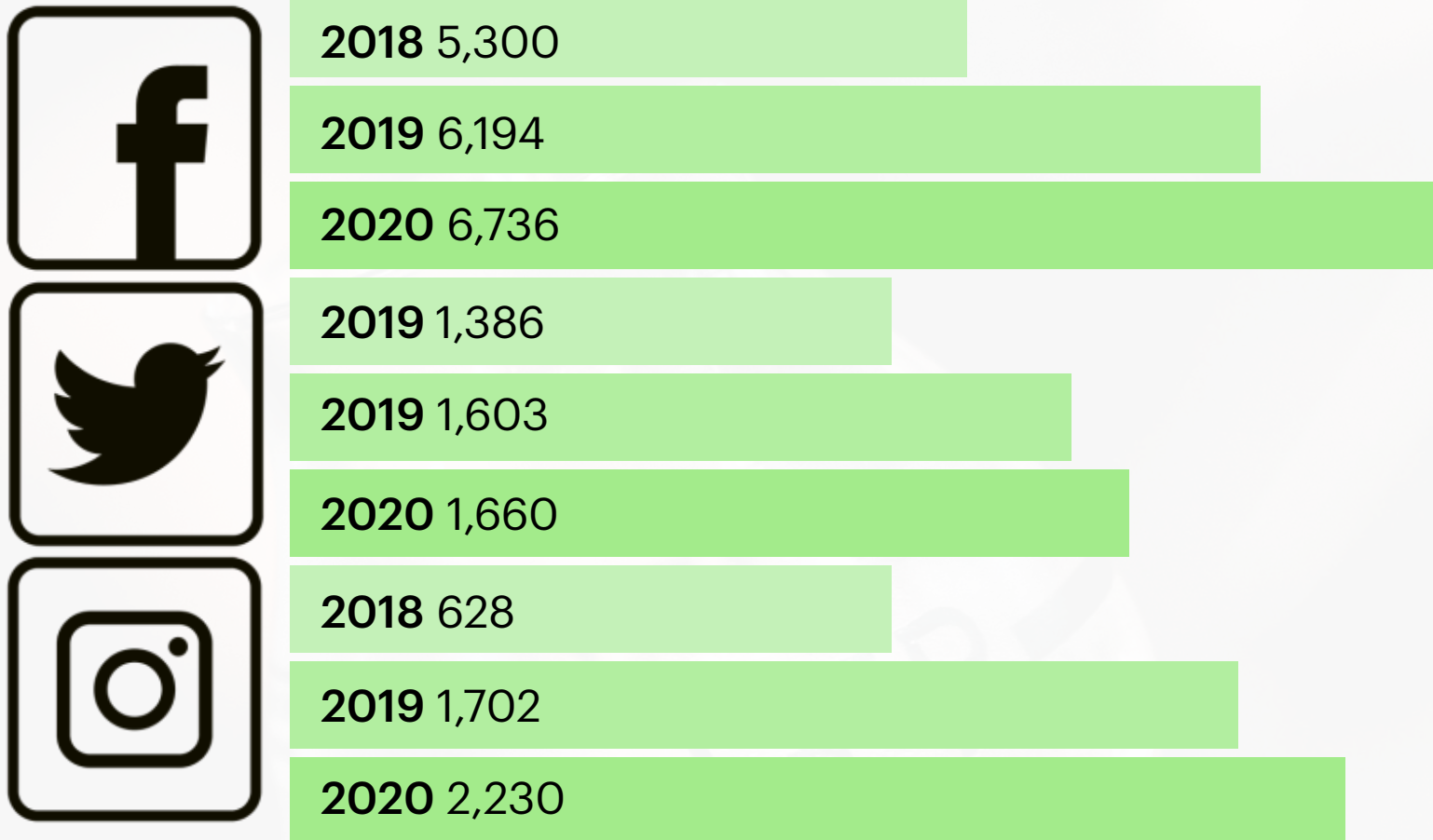


# EDINBURGH CRAFT BEER FESTIVAL

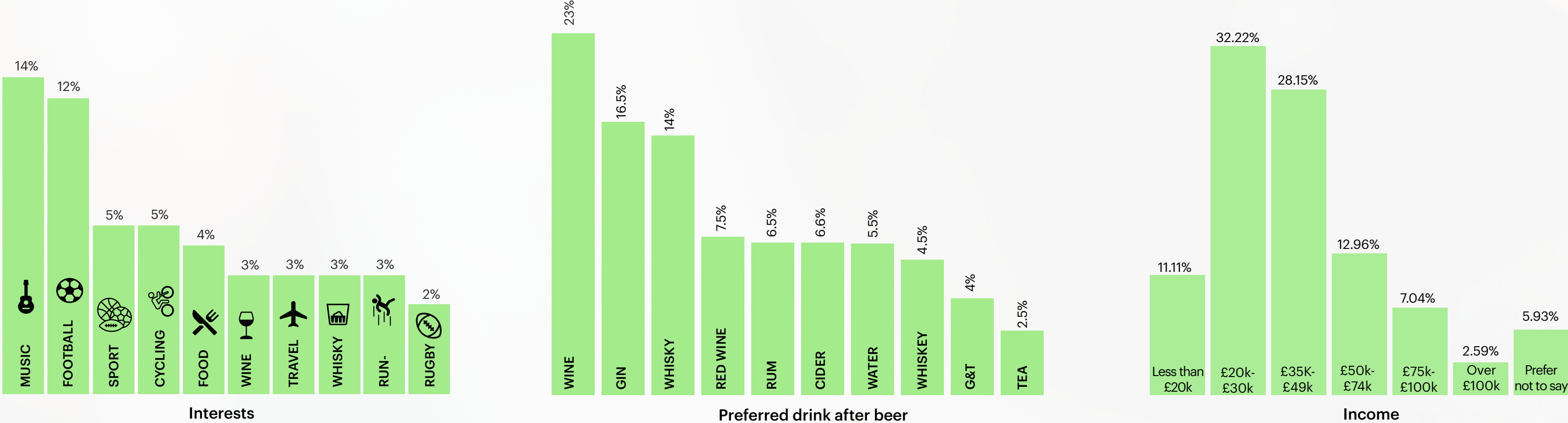
## ATTENDANCE FIGURES



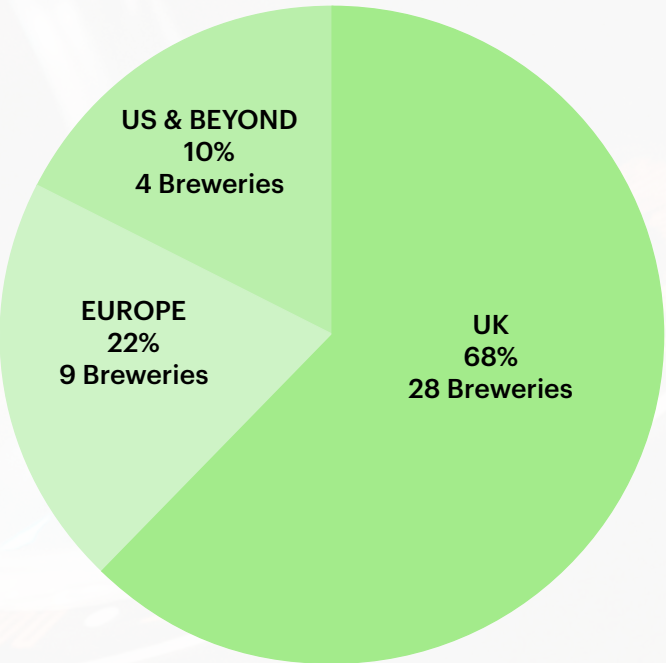
## SOCIALS GROWTH



## AUDIENCE



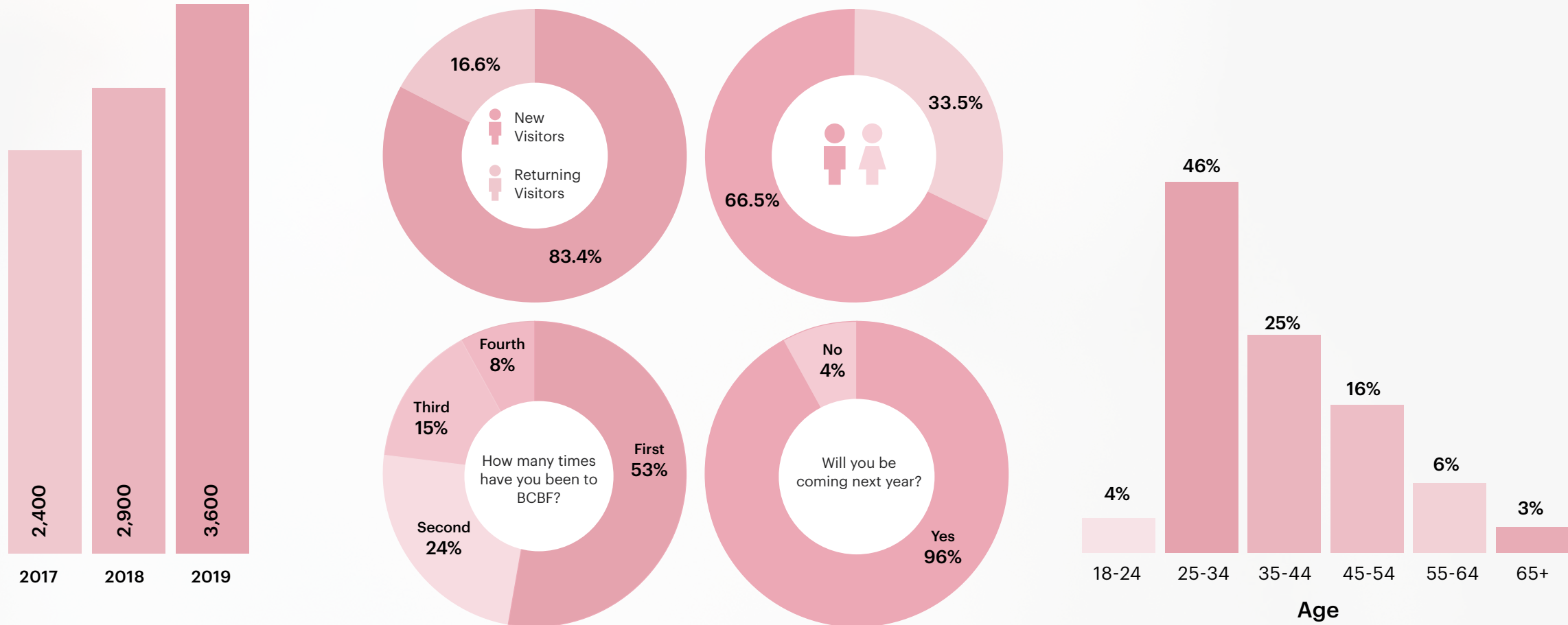
## BREWERIES



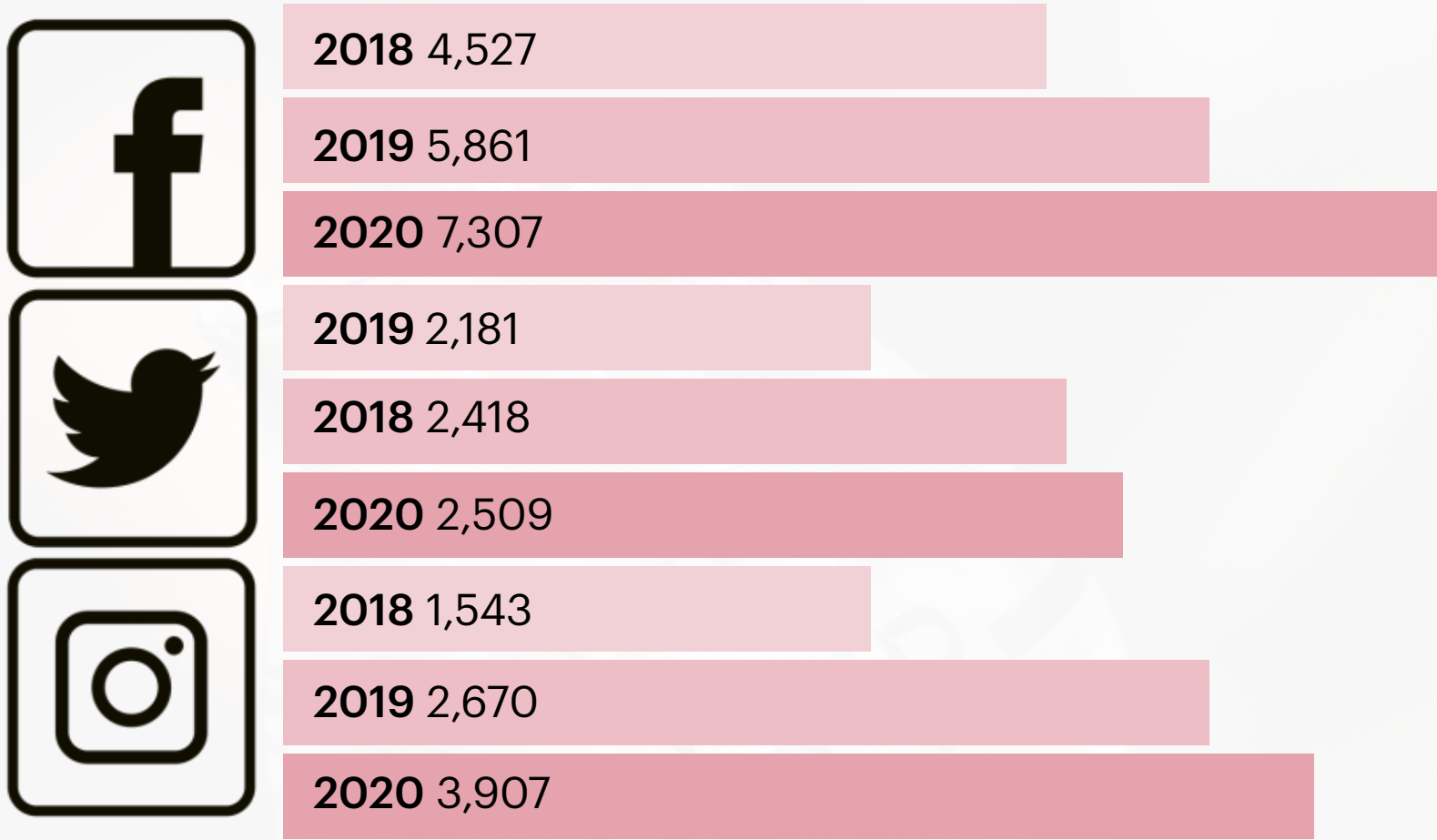


# BRISTOL CRAFT BEER FESTIVAL

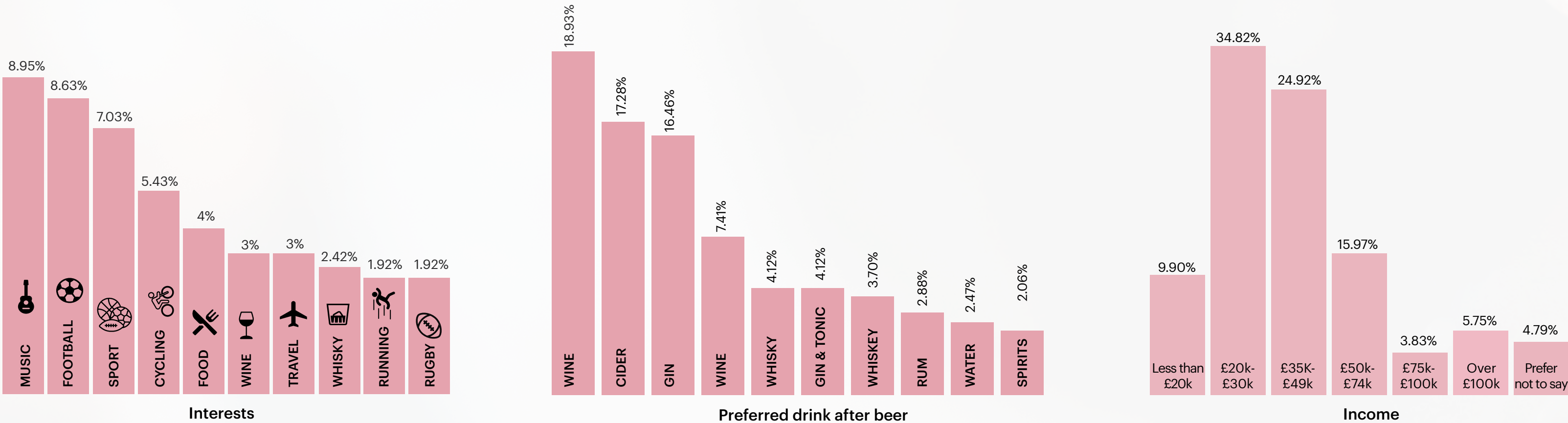
## ATTENDANCE FIGURES



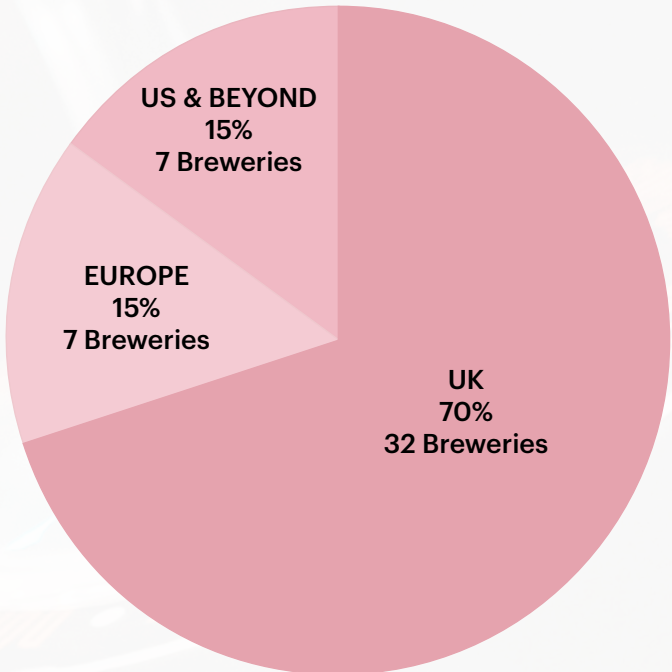
## SOCIALS GROWTH



## AUDIENCE

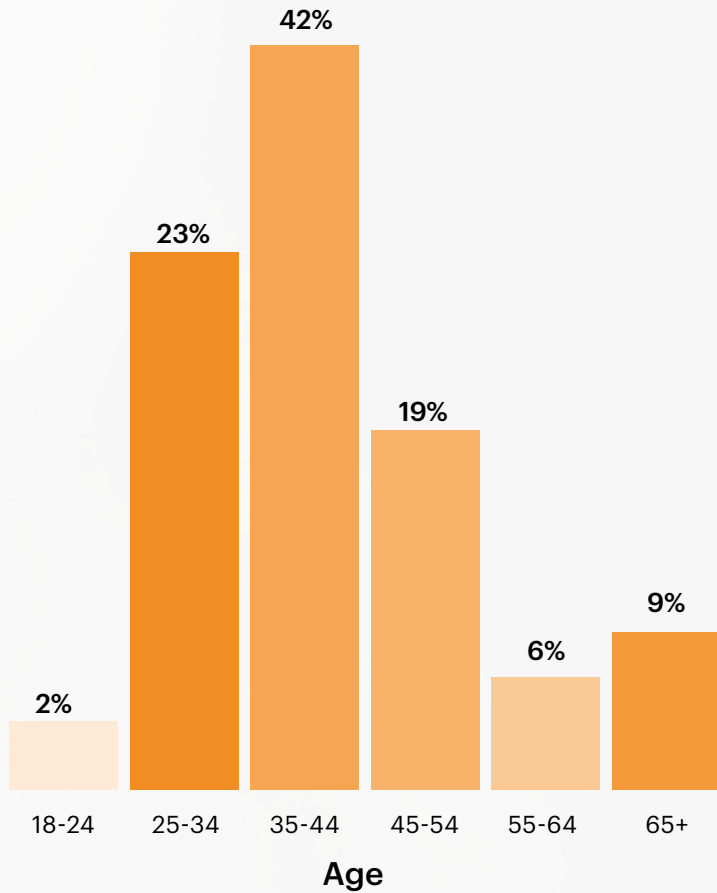
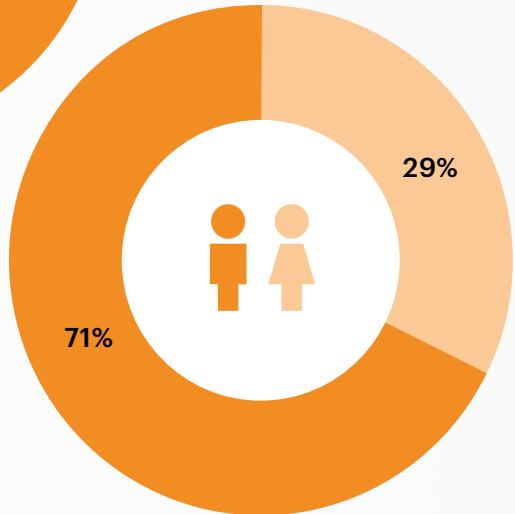
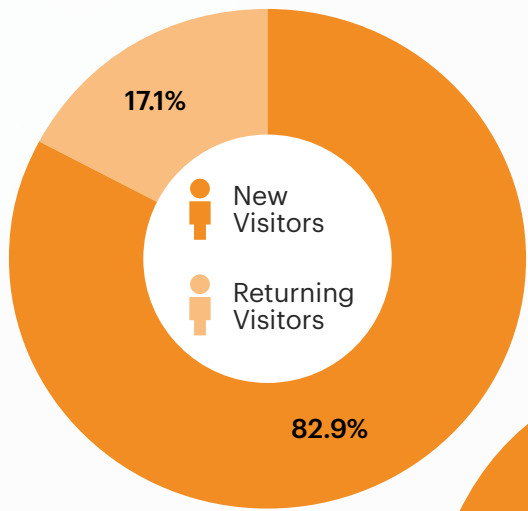


## BREWERIES

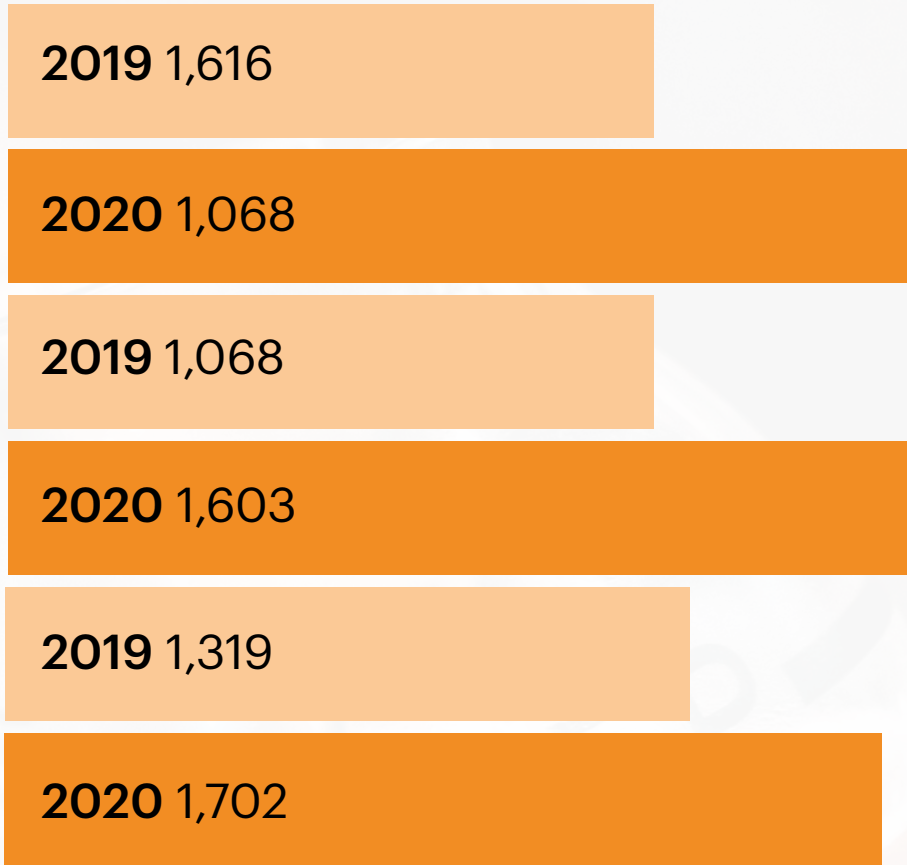




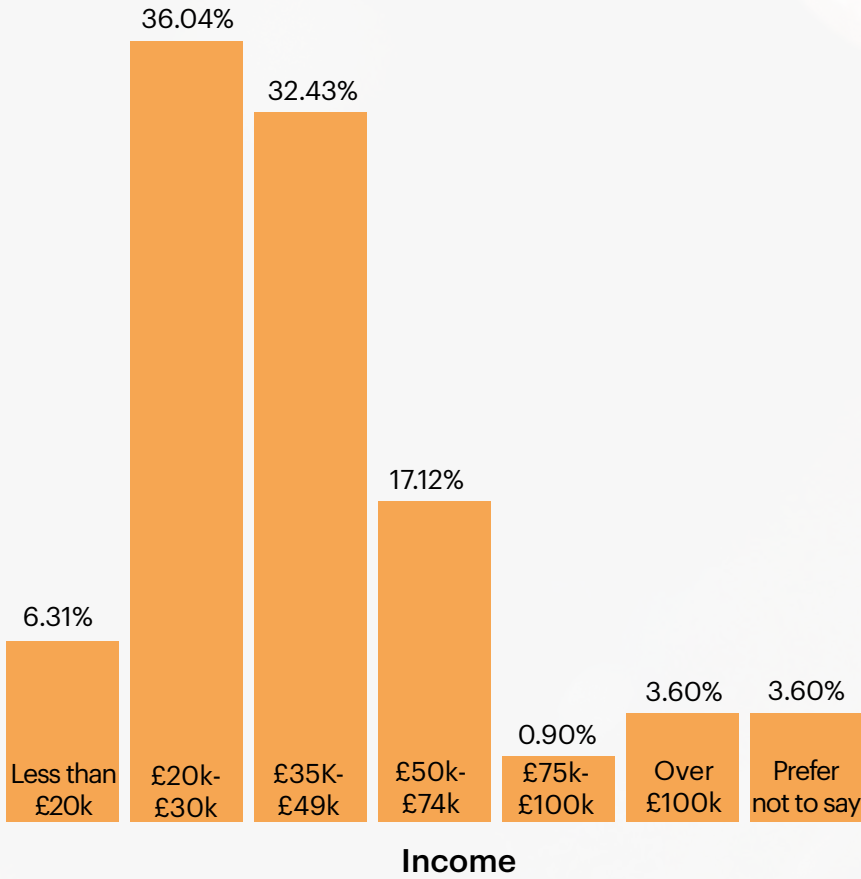
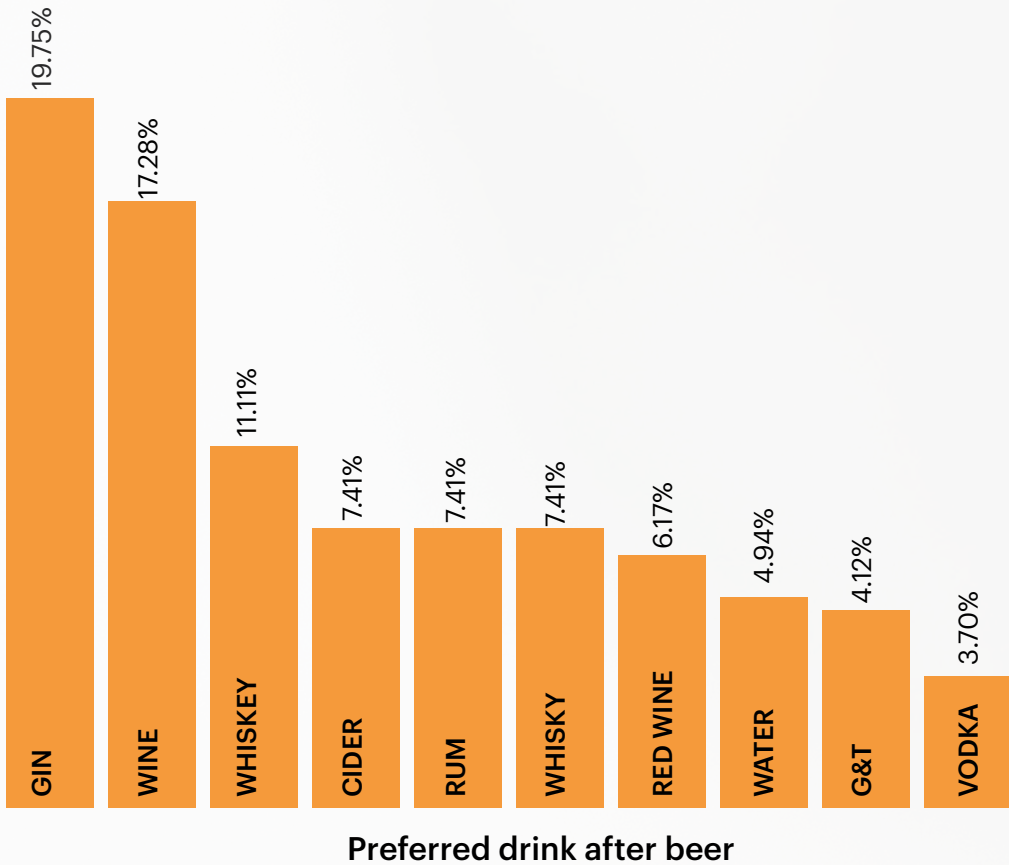
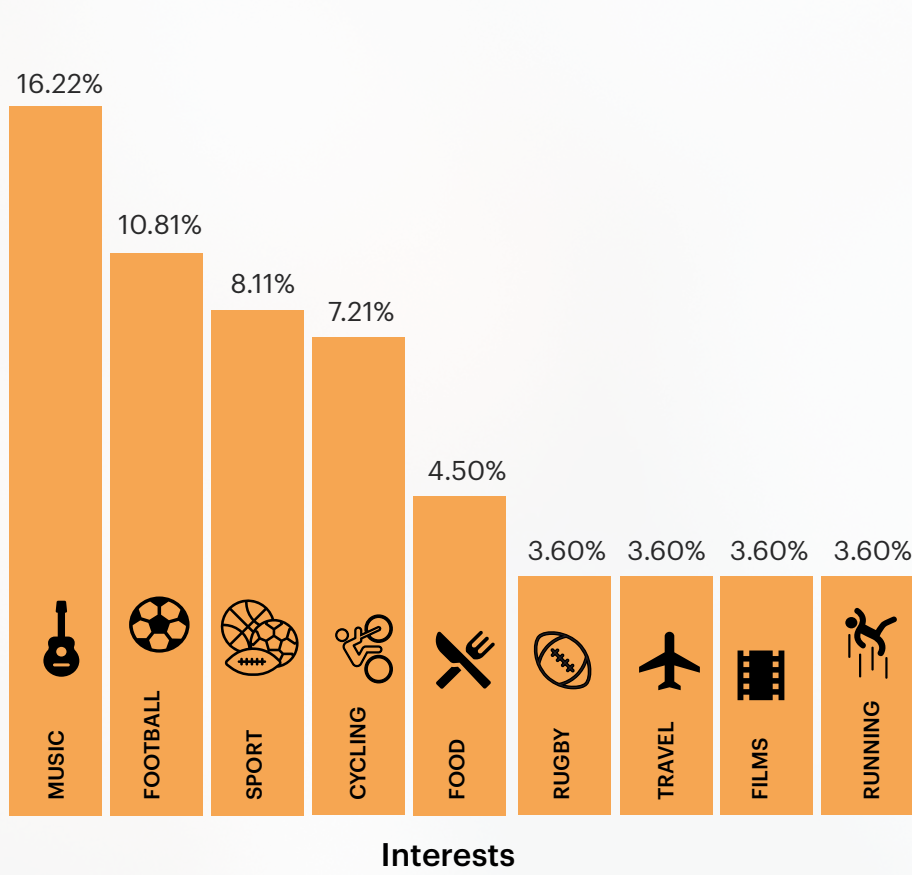
ATTENDANCE FIGURES



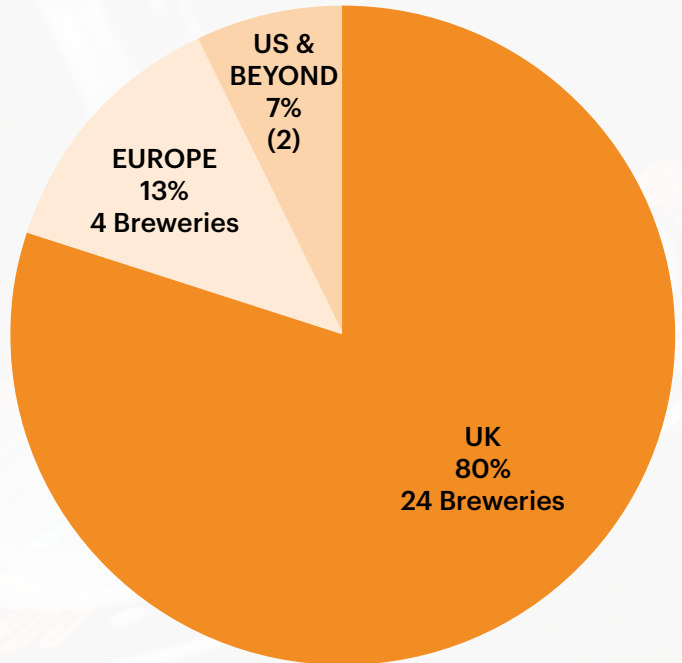
SOCIALS GROWTH



AUDIENCE



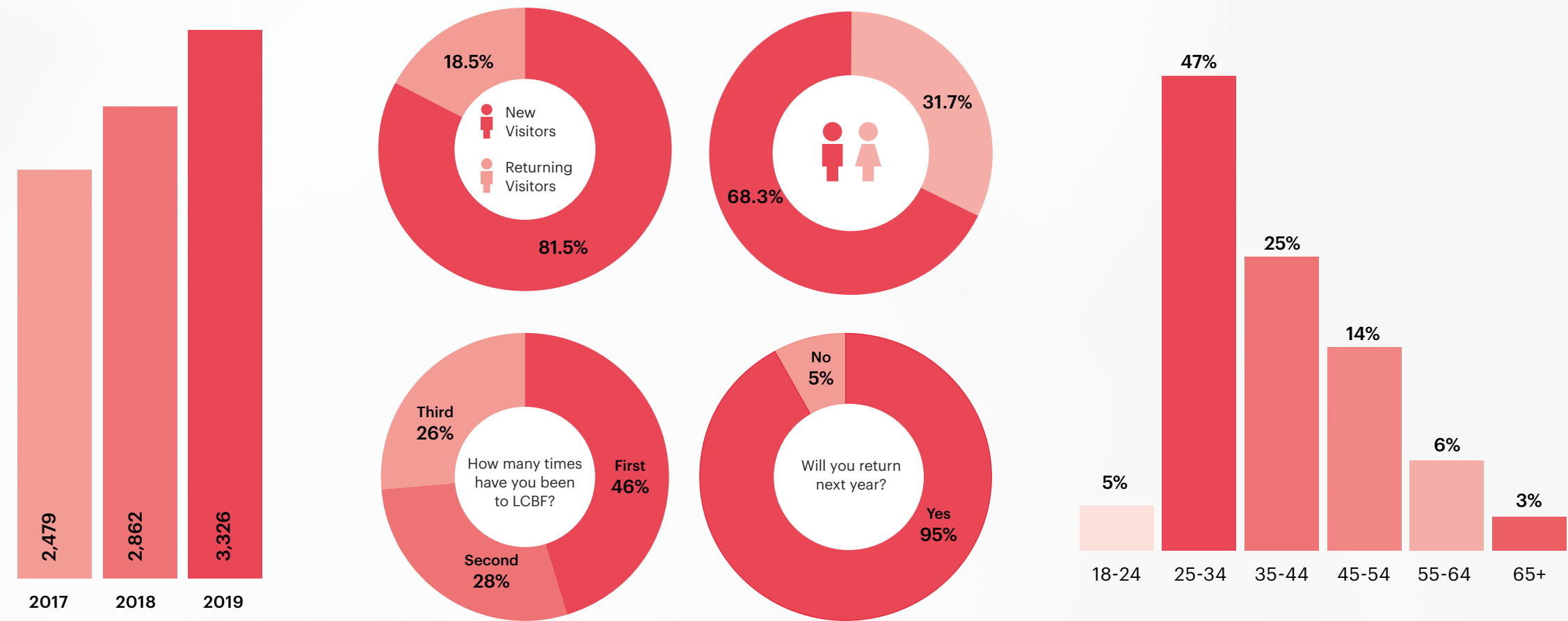
BREWERIES



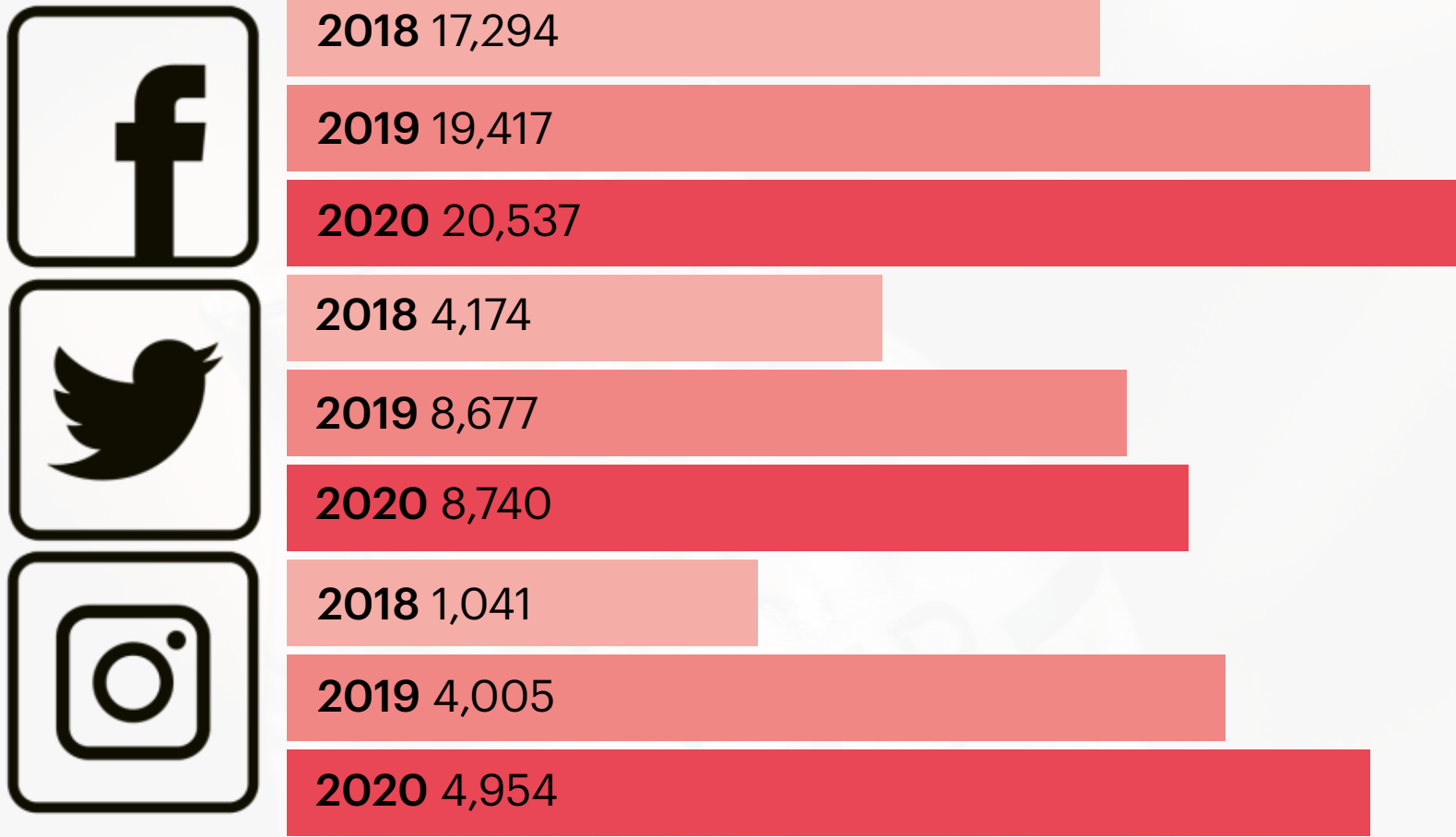


# LONDON CRAFT BEER FESTIVAL

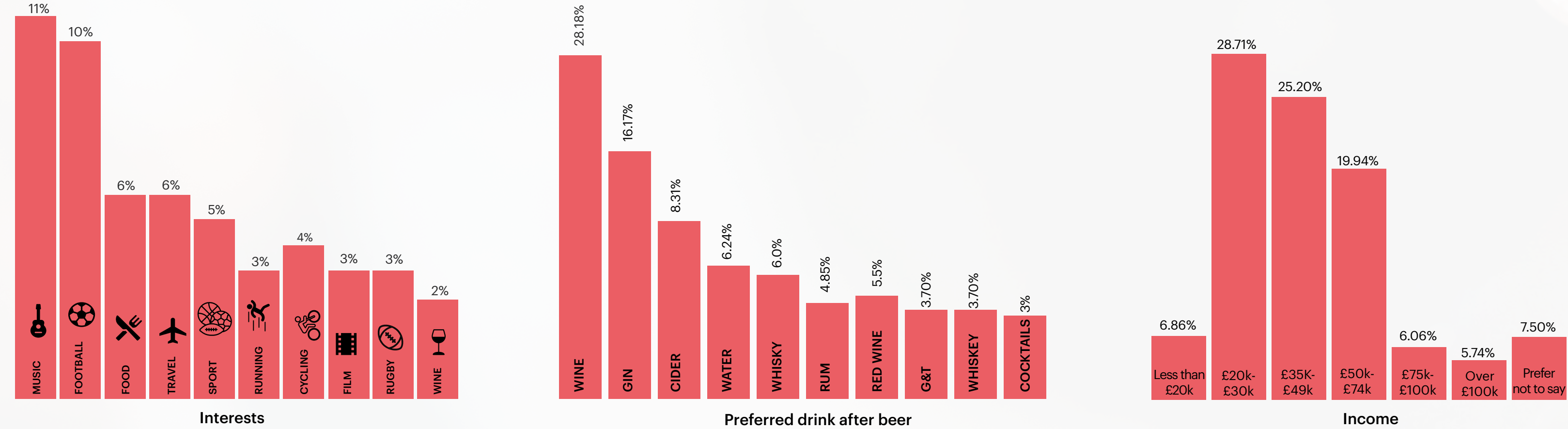
## ATTENDANCE FIGURES



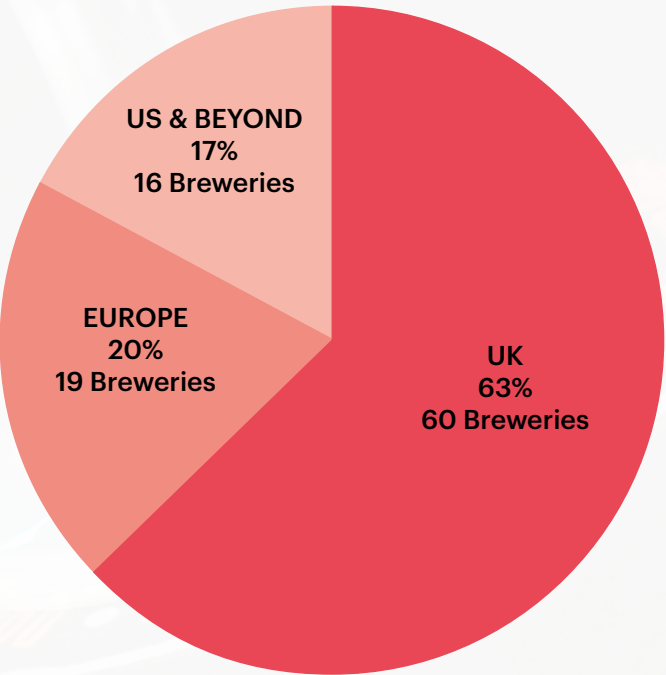
## SOCIALS GROWTH



## AUDIENCE



## BREWERIES







**‘We understand how important trade is in order to grow a business, we aren’t just a consumer festival.’**

We Are Beer has an historical trade database of **22,000**

A total of **756** different companies were registered through the Trade Accreditation site in 2019

Direct marketing communiques that were successfully received totalled **160,000**

**5,697** buyers, operators, brewers, outlet managers, marketing & head office personnel

**13,200** Propel readers

**1,448** outlets in London – Manager & Free Trade

We had over **2,500** attend the trade session in 2019



TRADE ATTENDEES 2019

Root + Bone 48 West Ltd 7000 Jars of Beer 8000 Vintages Limited A Spirou Ltd A&O Abc Kitchen AleHunters Ltd All Bar One All Hail Ale And Union Antic Antuerpia Aramark Asda Barworks Beef & Brew Beer + Burger Beer Baron Ltd. Beer Hawk Ltd Beer Junction Ltd Beer merchants tap Beer No Evil Limited Beerfly Beers n Beans Bill's Bloodandsand Ltd Waterloo Tap Bodean's BBQ Bodega Bay	Bone Daddies Boutique Wines Online Bowimi Brands Direct Brasserie de Brunehaut Brew Republic UK BrewBroker Brewers Association Brewery Market Ltd Brewfellas Ltd British Beer and Pub Assoc Broufox Brunning and Price Budweiser Budvar Brewery Bullfinch Brewery & Taproom CAMRA Caps and Taps Captain Barrel Cara Technology Carouse London Ltd Celebrator Beer News (US) Beer Paper (US) Cerveceria Rural Cervejaria Noi Charles Faram Cheval Capital Cityglen Pub Co Clapton Craft Climpson & Sons Close Brothers Rentals	Co-op Craft Beer Coin Craft beer London app Crafty's Beer Shop Crisp Maltings Crown & Anchor Darling Dayla Ltd De Bierlijn Rotterdam BV Dead Crafty Beer Company DeskBeers Direct Wines Ltd Elekron Ventures Elevate Elevate Retail Solutions Ltd Enotria & Coe EOS Consulting Euroboozer Ltd Evenodds Ltd Factotum Partners Fandom Farmer's Boy PH Frontier Pubs Harvey Nichols Hawksmoor Hawthorn Leisure Cityglen Pub Co Clapton Craft Heathwick Ltd Hilton Worldwide Hix & Buck Ltd	Hog Technical Services Hop Burns & Black Hop Swap London Hopmaster II House of Beers iCraftB Imbiba Indiebeer Ireland Craft Beverages IWTTW James Clay Jeffersons brewery John Lewis Partnership Jolly Good Beer Junkyard Nottingham Ltd KAM Media KD22 consulting Ltd Kill The Cat Ladywell Tavern Les Caves De Pyrene Leytonstone Mini Market LHRCB Lidl London Beer Consulting London City Runners Longflint drinks Ltd Lowlander grand cafe Majestic Wines Malvern Inns Mathbrew		Matthew Clarke MDB Meron Miss Mitchell's & Butler's Molson coors Morgenrot Morrisons Morrow Brothers Mother Kelly's MOTIM Muntons Naifs Food Ltd NALSAN Business LTD Narnia Pub Ltd NZ Beer Collective Ninth ward london No heroes Noi cervejaria Oakman Inns & Restaurants Oasthouse Engineering Oddbins Odyssey Ltd Old Spot Pub company One-Solution Consultancy Page & Saldana Ltd Pageant Media Park Fever Penelope's Portmanteau Pennyhill Park	Peppermint Bars & Events Pernod Ricard Pig's Ears Beer Ltd Pizza Hut Princess Alexandra Pubs of Distinction Real Food Markets Ltd Red Squirrel Wine RedFarm Reverence Revetas Sainsbury's Salthouse Bottles Seven Seasons Shepherd Neame SIBA Soffles Soho House Group Solvay Society Sopexa Sourced Market Spitalfields Pubs Company SSV Limited Stir Stir Cambridge Ltd Stonegate Pub Company Strongroom Bar Sunset Hospitality Sweet Chick Swig Wines	Swig Wines Ltd Tap East Taphandles Tesco The Beerblefish Brewing Co The Bohemia The Cheese Bar The Craft Beer Shop Ltd The Duke of Sussex The Duke's Head Ltd The Edition Hotel Group The Firkin Shed The George Inn The Hercules The HG Wells The Hop Locker The Hop Locker Ltd The Hope The Hopmaster The Joiners Arms The Little Wine Sho The Night Swift The Ninth Ward The Northcote Arms The Old Fountain The Pickerel Pub The Prince N22 Ltd The Rose & Crown Tooting The Rusty Bucket Pub The Stoneworks Bar	The Swimming Pig Them That Can Timothy Taylor & Co Tofs Events Ltd Tonkotsu Topshelf Asia Trickle Beers Trilogy Beverage Brands True Craft Tubbs Pubb Ltd Tübingen Craft Beer Turpin Brewery Twickenham Green Taverns UBREW Urban Ground Urban Leisure Group Vagabond Wines VandeStreek bier Vinmonopolet Wadworth & Co Ltd Waitrose Watneys Beer Company We Brought Beer Ltd Weino BIB Windmill Taverns Ltd Woods Whur World Beers Ltd WOTR Ltd Yakima Chief Hops Young's
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# WHAT'S NEW FOR 2021

We know the world of events has changed, running BCBF in September 2020 showed us just how to adapt to these challenging times. We don't know what the future holds, but we know that if allowed to, we can run safe, secure and fully experiential festivals that consumers and exhibitors alike can all benefit from. We have robust safety policies in place that are constantly under review and being one of very few events to run a large scale event in late 2020, we know what it takes to make things work



The UK's first dedicated craft beer music festival, With equal attention to artisanal drinks, family fun, wellness and escaping the pressures of modern living. Bigfoot is our most ambitious project to date and is the culmination of a decades work in food and drink. There are a number of fantastic opportunities here, so much so that it has its own dedicated parter deck and rate card, for more info please ask .

## MANCHESTER CRAFT BEER FESTIVAL

In partnership with Broadwick Live and utilising the new site at Escape to Freight Island and the Mayfield depot, we will look to bring a more rounded festival with a focus on northern breweries, the food and music scene while celebrating the very best of modern beer culture

## LONDON *Christmas* BEER FESTIVAL

The event will host christmas market traders, more food and drink with a lot of breweries setting up their own tap rooms and bringing the Christmas feel. Imagine going to a village with 80 of your favourite breweries all with their own bars and then a whole heap of great food ,music, and artisan drink producers to boot. Expect a lot of Christmas present buying.



BRISTOL  
CRAFT  
BEER  
FESTIVAL

11th – 12th June  
Year 6  
5,000 attendees  
50 breweries  
6 restaurants & 20 partners  
Location - Lloyds Amphitheatre, Harbourside  
Twitter: 2,181  
Facebook: 4.5k  
Instagram: 1.6k  
Email subscribers: 3k+



18th – 20th June  
Year 1  
Craft Beer Music Festival  
3 day camping  
7,500 attendees  
20 Partnerships  
4 music stages  
Family friendly  
Location - Ragley Hall, Alcester

MANCHESTER  
CRAFT  
BEER  
FESTIVAL

2nd – 3rd July  
Year 1  
2,000 attendees  
40 breweries  
5 restaurants & 20 partners  
Location - Mayfield Depot  
Twitter: n/a  
Facebook: n/a  
Instagram: n/a  
Email subscribers: n/a

EDINBURGH  
CRAFT  
BEER  
FESTIVAL

16th – 17th July  
Year 4  
5,000 attendees  
50 breweries  
5 restaurants & 20 partners  
Location - The Corn Exchange  
Twitter: 1.6k  
Facebook: 6k  
Instagram: 1.7k  
Email subscribers: 3k+

BEER –  
CENTRAL

23rd – 24th July  
Year 2  
2,500 attendees  
40 breweries  
5 restaurants & 20 partners  
Location - Digbeth Arena  
Twitter: 1k  
Facebook: 1.6k  
Instagram: 1.3k  
Email subscribers: 2.5k+

LONDON  
CRAFT  
BEER  
FESTIVAL

13th – 15th August  
Year 8  
15,000 attendees  
100 breweries  
10 restaurants & 40 partners  
Location - Tobacco Dock  
Trade session for 2,500 attendees  
Twitter: 8.6k  
Facebook: 19.5k  
Instagram: 5k  
Email subscribers: 12+k

LONDON  
*Christmas*  
BEER  
FESTIVAL

December 2021  
Year 2  
7,500 attendees  
80 breweries  
10 restaurants & 50 partners  
Location - Tobacco Dock  
Twitter: 8.6k  
Facebook: 19.5k  
Instagram: 5k  
Email subscribers: 12+k





## GET IN TOUCH

We're now already engaged with numerous partners for 2021, and taking enquiries for new opportunities.

If you'd like to speak to us about getting involved, what we can offer and pricing, then please contact.

Daniel Sylvester

✉ [partners@wearebeer.com](mailto:partners@wearebeer.com)

☎ 0207 099 4132 to talk it through

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