

Application Questions

What is Showcasing Scotland Drinks and why should I take part? - Showcasing Scotland Drinks is a brand-new event from Scotland Food & Drink that gives Scottish drinks suppliers the opportunity to expand their reach across the UK. Taking place in London, this exclusive event is open to whisky, spirits, beer, cider, low & no-alcohol and soft drink suppliers, allowing them to connect directly with top UK buyers and decision-makers from major retail, on-trade, foodservice and wholesale businesses. If you're ready to grow and make your mark across the UK, this event is built for you.

When does the event take place? – Thursday, 6 November 2025 at Scotland House London. Event timings to be confirmed in due course.

How do I apply? – Applications are open till 5pm on 25, August 2025. [Click here to apply.](#)

How much does it cost to attend? –

Business Size	Member	Non-Member
Start Up/Micro/Emerging - <£1m	£200 + VAT	£600 + VAT
Scaling £1m - £5m	£300 + VAT	£900 + VAT
Accelerating/Strategic - >£5m	£425 + VAT	£1,275 + VAT

Pricing includes:

- One supplier pass to attend the event in London on the 6 November 2025. The day will comprise of pre-arranged meeting timeslots, a networking lunch, and an open marketplace slot when buyers can visit your table without an appointment.
- Access to one meeting diary to arrange meetings with UK buyers
- 1x 2.5ft meeting table with cloth, chairs and table signage
- Consolidated logistics to get sample stock and promotional materials to London (max weight limit of 22kg per supplier). Please note that return shipping is not included in the package.
- Support from the Showcasing Scotland team pre, during and post event.

Can an additional member of my team attend the event? – Unfortunately, due to venue capacity restrictions, only one representative can attend from any supplier business.

I'm not a Member of Scotland Food & Drink, can I still apply? – Yes, applications are open to Members and non-Members. Members benefit from reduced attendance fees.

When will I find out if my application has been approved? – All applicants will be informed if they have been successful or not w/c 8 September 2025.

What if I don't qualify to attend? Please contact your Business Development Manager or email info@foodanddrink.scot to discuss other forms of available support.

Where can I find out more information on the Showcasing Scotland family of events? – For more information on Showcasing Scotland Drinks and the full family of Showcasing events, please visit the main showcasing website - <https://www.showcasingscotland.com/>. If you can't find the information you are looking for, please contact info@showcasingscotland.com