

Registration Questions

What is Showcasing Scotland Drinks and why should I take part?

Taking place in London, this is a brand-new event tailored to help you uncover innovation, source new drinks products and foster new commercial relationships in Scotland. With features like business matchmaking, 1:2:1 meetings and networking, you'll have the opportunity to connect with the people behind Scotland's drinks industry. Explore Scotland's drink scene, experience its world-famous reputation for quality, and establish connections that matter.

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 register? – Showcasing Scotland Drinks is an invitation-only event for buyers. If you've received an invitation from your local market contact, use the unique link provided to access the buyer registration form.

Who can take part in this event?

Buyer audience: UK buyers who represent one of the following:

- Multiple retailer, supermarket, regional or convenience retail group, specialist group retail, or on-trade
- E-commerce operator
- Scale foodservice, multiple-site caterer, group travel and leisure operator, large visitor attraction, group pub, restaurant or hotel operator
- Wholesaler – national or regional
- Large Independent Retailers – specialist stores
- Ingredients Manufacturer

Supplier audience: Food and drink businesses that are registered in Scotland and represent one of the following categories: whisky, spirits, beer, cider, **low & no-alcohol**, or soft drinks, and must have an established distribution route with a scale retailer, wholesaler or foodservice partner in Scotland as a minimum. Businesses should be targeting multiple retailers, scale foodservice or regional and national wholesalers in the rest of UK markets. Businesses must have SALSA or BRC accreditation (or equivalent standard).

What is included within Buyer registration? – Access to a pre-event diary management system to pre-book appointments with suppliers ahead of a full day of pre-scheduled 1:2:1 business meetings, a networking lunch, and open marketplace opportunity to talk to suppliers who you have not arranged a meeting with. All aspects of the event will be held at the Scotland House London/58 VE.

Are expenses covered with Buyer registration? - Travel expenses, accommodation and additional expenses incurred during the programme are the responsibility of the Buyer and must be settled by the Buyer directly.

Can one of my colleagues attend with me? – All buyers must be invited and registered to attend the event. If you would like to suggest someone else from your team attend the event, please contact your Scotland Food & Drink trade contact.

Is it okay if I only attend part of the event? Buyers must attend the full day of 1:2:1 meetings, and are expected to attend a minimum of seven meetings, arranged in advance of the event using the meeting software. Buyers must block off diary space for times they cannot attend meetings. Details on how to manage your diary will be sent to you in due course.

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 Scotland 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.