

GroceryAid® 



BARCODE
FESTIVAL

THURSDAY

3RD JULY 2025

KENWOOD HOUSE
LONDON

EVENT INFO
& PACKAGES

VISIT WEBSITE



NEW VENUE FOR 2025

Barcode 2025 at Kenwood House, London, will have more people, more brands, and more opportunities to get involved.

LOCATION REVEAL



"Whether you are coming to reward and recognise your team for their hard work, activate your brand in front of senior industry figures, or to network and provide hospitality for industry connections, Barcode Festival is always a unique celebration of the industry. Its' growth is a testament to the support we receive from the grocery industry, and we're looking forward to bringing everyone together again next year, and being able to help even more people as a result."

Kieran Hemsworth, CEO at GroceryAid



PRICES HELD FOR 2025!

WHY SPONSOR BARCODE?

Barcode Festival enables sponsors to activate their brand, meet or host industry connections and reward colleagues.

Barcode Festival attracts senior figures from all the largest grocery retailers and manufacturers. 5,000 industry colleagues, including over 1,000 retailers, attended Barcode 2024. Our 2025 event will deliver a much lower cost-per-engagement with over 6,000 guests to engage with. Barcode provides the perfect opportunity for:

- Raising brand awareness
- Launching or testing NPD
- Generating brand buzz
- Testing brand positioning / messaging
- Sampling to over 6,000 consumers
- Sampling to buyers

Whatever the size of your business, there is a package to suit your needs. For bespoke sponsorship opportunities, please email sales@barcodefestival.co.uk.

VISIT WEBSITE



WATCH THE PROMO VIDEO



OVER 1,000 RETAILER COLLEAGUES

£1.3M RAISED

300 FMCG BUSINESSES

100+ SPONSORS

OVER 6,000 INDUSTRY COLLEAGUES

THANK YOU TO ALL THE BARCODE 2024 SPONSORS



You have everyone from the CEO to the shop workers so it's just getting different people to try our products because at the end of the day, everyone is a consumer."

Melissa Bentley, Customer Marketing Manager at Grenade



2024 STATS & DEMOGRAPHICS

Thanks to the incredible support at Barcode 2024, we raised over £1.3 million for GroceryAid, which will allow us to continue providing financial, emotional, and practical support to colleagues across the industry.


1,097 RETAILER GUESTS 

16 SPONSOR TYPES ACTIVATED

 **5,163** SPONSOR PAGE WEBSITE VIEWS

8% AGED 18-24 **13%** AGED 45-54

51% AGED 25-34 **2%** AGED 55-64

26% AGED 35-44 

COLLEAGUES IN A LEADERSHIP OR BOARD JOB ROLE **400+**

4,715 TOTAL GUESTS 

215,818 IMPRESSIONS ON LINKEDIN AND INSTAGRAM

14 ACTS ON STAGES



 DIFFERENT RETAILERS IN ATTENDANCE **21**

54% MANUFACTURERS/ SUPPLIERS

38% RETAILERS

8% AGENCY



42% MALE
56% FEMALE
2% OTHER

117 EVENT SPONSORS

4.6 TONNES OF FOOD WASTE DONATED TO CITY HARVEST LONDON

MEALS DELIVERED TO CHARITIES FEEDING THEIR COMMUNITIES

10,843

12.23% AVERAGE ENGAGEMENT RATE ON LINKEDIN AND INSTAGRAM

2024 SPONSOR CATEGORIES

FOOD



SOFT
DRINKS

WATER

BEAUTY



SNACKS



ENERGY
DRINKS

WINE | CBD



BEER

ICE CREAM



CONFECTIONARY

NUTRITION

COFFEE

CIDER



SUPPLIER

COCKTAIL/
SPIRITS



SPONSORSHIP PACKAGES



THE BANDSTAND

SOLD OUT

Featuring non-stop entertainment from day into night, the Bandstand attracts a crowd of thousands of excited colleagues.

The impressive stage offers incredible brand visibility, plus there's a fantastic opportunity to incorporate product sampling, allowing colleagues to experience your products firsthand. 2025's Barcode will bring a larger audience with more space for dancing and dual programming with the main stage for increased reach.

COST

£20,000 + VAT

Package Includes:

- Naming and branding rights for The Bandstand
- Includes 1 x small activation (worth £6,000)
- Logo on website and on-site collateral
- Final approval on stage creative
- Branding on all guest comms/social media posts relating to The Bandstand
- Dedicated Sponsorship Manager
- 4 x crew passes





THE ONLY LIMITATION IS YOUR IMAGINATION!

XL ACTIVATIONS

If you want your brand to stand out from the crowd with a BIG presence, this activation provides the largest footprint and most flexibility.

COST

£25,000 + VAT

Package Includes:

- 10m x 7m pitch
- 8 x sponsor crew passes
- Logo on website and on-site collateral
- Social media promotion and digital assets
- Dedicated Sponsorship Manager
- Dedicated back of house storage

VISIT WEBSITE



LARGE & MEDIUM ACTIVATIONS

Grab the attention of Barcode guests and key trade customers with creative freedom to activate your brand, your way.

VISIT WEBSITE



LARGE COST

£15,000 + VAT

Package Includes:

- 7m x 7m pitch
- 6 x sponsor crew passes
- Logo on website and on-site collateral
- Social media promotion and digital assets
- Dedicated Sponsorship Manager
- Dedicated back of house storage

MEDIUM COST

£10,000 + VAT

Package Includes:

- 5m x 5m pitch
- 4 x sponsor crew passes
- Logo on website and on-site collateral
- Social media promotion and digital assets
- Dedicated Sponsorship Manager

SMALL & INCUBATOR ACTIVATIONS

For smaller brands looking to make a big impact, these packages are an ideal opportunity to showcase your products and get them into the hands of trade and target customers.

VISIT WEBSITE



SMALL COST

£6,000 + VAT

Package Includes:

- 3m x 3m pitch
- 3 x sponsor crew passes
- Logo on website and on-site collateral
- Social media promotion and digital assets
- Dedicated Sponsorship Manager



LIMITED AVAILABILITY

*INCUBATOR COST

£4,000 + VAT

Package Includes:

- 3m x 3m pitch
- 3 x sponsor crew passes
- Logo on website and on-site collateral
- Social media promotion and digital assets
- Dedicated Sponsorship Manager

*Company must have turnover lower than £12M. Maximum of two years to activate as an incubator brand.



ROAMING AMBASSADORS & BESPOKE PACKAGES

Make use of the whole Barcode site with our Roaming Ambassadors package. Free to roam, your brand ambassadors can take samples directly to guests around the site!

This package can be booked independently or as an add-on to any activation package.

ROAMING AMBASSADOR COST

£3,000 + VAT

Package Includes:

- 2 x roaming ambassador passes
- Logo on website and on-site collateral
- Social media promotion
- Storage space for product
- Dedicated Sponsorship Manager

VISIT WEBSITE



BESPOKE PACKAGES

Want something unique? We'll be launching more info about our bespoke packages soon.



HOST YOUR KEY CONTACTS

BRAND HOSPITALITY

BRAND HOSPITALITY AREA COST

£8,000 + VAT

Suitable for those with 40+ tickets.

Host your team and industry contacts in style with our new Brand Hospitality area.

Complete with your branding, the Brand Hospitality area is perfect for rewarding your teams hard work and engaging with your key contacts whilst enjoying the unique setting of Barcode. Enjoy an undercover, private lounge seating area and dedicated bar as you strengthen your connections.



NETWORK, CONNECT AND GROW AT BARCODE

WHAT HAPPENS NEXT?



Once you've confirmed your sponsorship package, we will work with you to make sure your sponsorship of Barcode runs as smoothly as possible. Your Sponsorship Manager will reach out to you in January to begin your onboarding process.

GroceryAid will provide you with the following:

- Dedicated Sponsorship Manager
- Welcome pack
- Sponsor portal access
- Sponsor manual
- Branded social media assets

What we need from you straight away:

- PO (if required for invoicing)
- High-res logos for social media and website exposure (please send as PDF, AI, JPG, PNG or EPS files)

Other things you need to provide:

- A dedicated activation contact
- Event documentation including H&S forms
- Ownership of all logistics, build, staffing and provision of product
- Serveware (if relevant)

TICKET PRICES

Standard Ticket
£395 + VAT

VIP Ticket
£625 + VAT

Reward and recognise your colleagues' hard work with tickets to the largest music festival in the grocery industry. All food, drink and entertainment is included in the ticket price, making it a hassle-free way to celebrate.

For an enhanced experience, choose our VIP package for access to exclusive undercover outdoor lounge seating in a prime location to watch main stage performances. Also included within the package is access to a dedicated networking channel on the GroceryAid event app which is perfect for networking with other guests, premium street food vendors, a dedicated bar and toilets.

BOOK NOW



HEAR FROM OUR SPONSORS

BRAND ACTIVATION

SHS GROUP

For us it's the sampling, you've got such a mixture of people from supplier side, wholesale side. It's wonderful to be able to hand out products and talk to people. It's the perfect opportunity to launch a new product, especially for us as we have a number of brands. In terms of activation and getting your brand out there, you can't beat it. There's such key figures from the trade at Barcode but also everyone turning up is a consumer so you're learning all the time. We're certainly going to be back at Barcode activating again, it's always the hottest ticket that everyone wants. Anyone who isn't here is missing out!

Marcus Freer, COO

Barcode provides a unique opportunity for brands to have access to senior figures from all the largest grocery retailers and manufacturers on the same day. This provides a great opportunity for brands to show off their products and establish relationships with relevant buyers and key decision makers. It also provides the perfect platform to launch NPD or sample new products. Due to the scale of the event, it delivers a much lower cost-per-engagement with thousands of colleagues in attendance.



"ANYONE WHO ISN'T HERE IS MISSING OUT"



WATCH THE PROMO VIDEO



HEAR FROM OUR SPONSORS

NETWORKING

Barcode attracts senior figures from all the largest grocery retailers and manufacturers. This provides a great opportunity for brands of all sizes to network with those individuals in a less formal environment and establish relationships with relevant buyers and key decision makers. This is a unique opportunity to have access to all the industry's senior leaders in the same place on the same day. It also provides an opportunity to meet with and host industry connections from other companies so they can spend the day building relationships and discussing opportunities.



"IT'S THE EVENT FOR THE GROCERY INDUSTRY"



Church & Dwight

It's all about building relationships within the industry. At Barcode there are so many grocers at one event at the same time. It give us opportunities to speak to so many different people as they come around and engage with our brands. There's no other event like Barcode, it's THE event for the grocery industry. Everyone is more relaxed and it's a fun environment. You can also host your buyers alongside activating your brand so they get a hands on experience with the products and see the brand come to life. The hospitality opportunities for 2025 are going to be unique and will help us showcase new products, as we have done for the past two years at Barcode.

Mark Mason, UK Sales Director

WATCH THE PROMO VIDEO



HEAR FROM OUR SPONSORS

REWARD & RECOGNITION

KRAFT HEINZ

This year we brought our whole Northern Europe office to Barcode, which is 200 people. It's great for us as a team to celebrate success, get together to have a good time and also meet colleagues from the trade as well. For the past two years we've brought our full team together, from all the different departments, because it's a great reward for a lot of the team that wouldn't necessarily get the chance to come to these types of events and it's important for us to recognise a lot of people for all the hard work that we do. The event itself is second to none and next year the event is getting bigger and better, so what are you waiting for?!

David Adams, VP of Sales UK & Ireland

Barcode is a celebration of the grocery industry with world class entertainment and all food and drink included within the ticket price. It has the widest range of seniority levels and welcomes everyone from CEO's to shop floor workers. This environment makes it a great opportunity for companies to reward and recognise hard working teams by purchasing tickets to the event and letting them enjoy the day.



"THE EVENT ITSELF IS SECOND TO NONE"



WATCH THE PROMO VIDEO



**CONTACT
US**



To find out more or book your package please contact:

sales@barcodefestival.co.uk



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follow us on
Instagram



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VISIT THE WEBSITE

