



**MANCHESTER
FOOD & DRINK
FESTIVAL 2020**



JUST EAT

The background image shows a lively food festival scene. In the foreground, a hand is pouring a yellow sauce from a squeeze bottle onto a sandwich filled with meatballs and vegetables. To the right, a woman with blonde hair is smiling, and another woman with dark hair is also smiling. In the bottom right corner, there is a bowl of food with meatballs and vegetables. The overall atmosphere is festive and social.

Manchester Food & Drink Festival

The Manchester Food & Drink Festival is the UK's largest urban food and drink festival. Established in 1997 - before Instagram, food bloggers and 'pop up restaurants' - it is the original urban food and drink event.

The festival and events industry has been on pause awaiting the easing of restrictions during the Covid-19 lockdown, Manchester Food & Drink will be one of the first opportunities for brands to engage in a live environment with a highly targeted demographic.

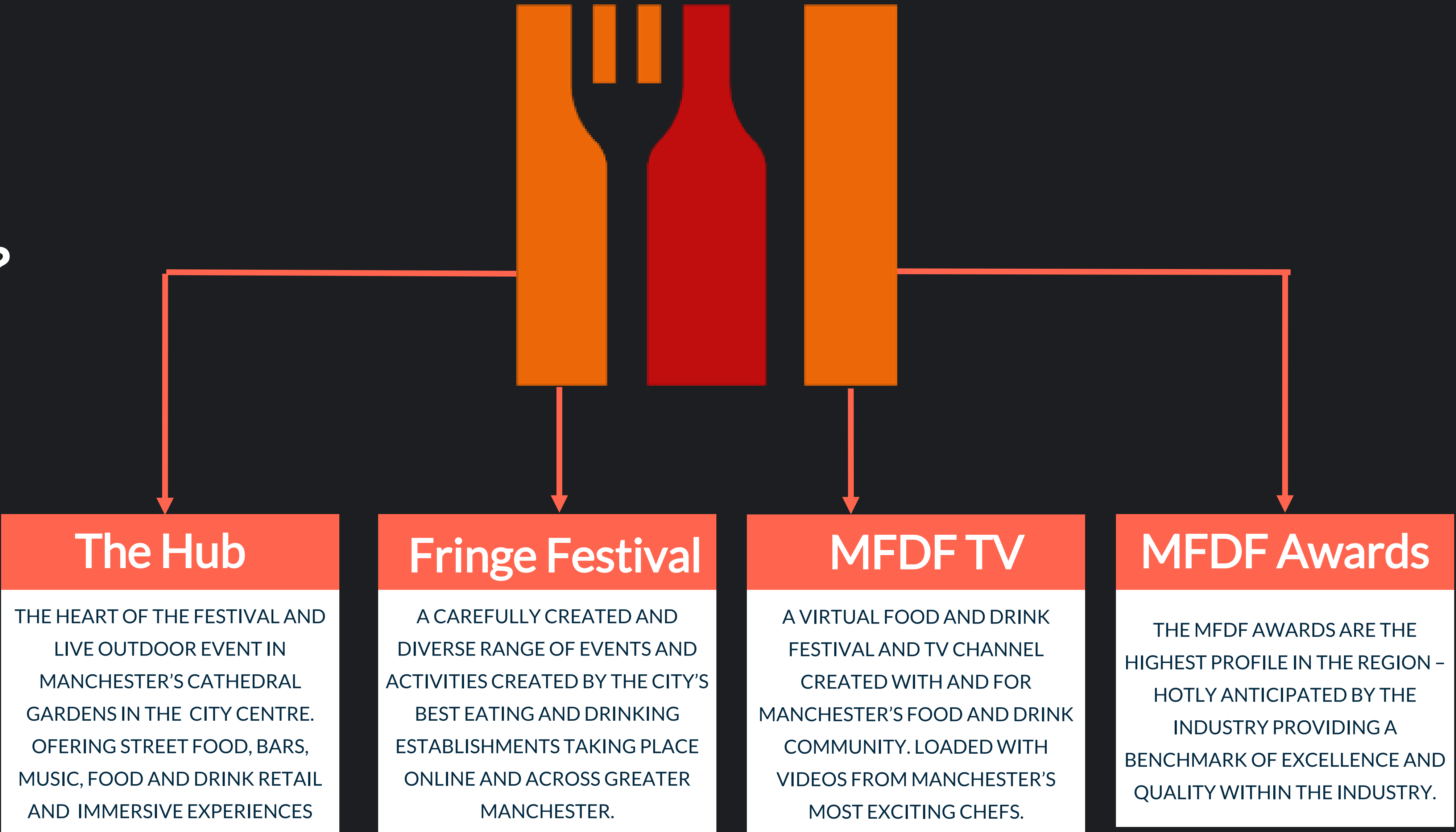
The festival has undergone stringent risk assessments to both ensure the safety of attendees while not impacting on customer experience that the festival has become synonymous with delivering.

Why partner with MFDF?

- A celebration of incredible quality and innovation in Manchester's renowned food and drink sector
- Audience of curious and affluent adults are receptive to new products and trials
- Entering into its 23rd year, a regional staple with national appeal and a rich history
- An opportunity to support the recovery of the on-trade and dining industry following Covid-19.
- Wide ranging opportunities for partners to activate, sample, retail and connect with a highly engaged audience
- Widespread regional media and marketing campaign including partners and sponsors

What is MFDF?

Simply put, a celebration of Manchester's renowned food & drink scene spread across 11 days and 4 distinct areas.



MFDF History

2020 will be MFDF's 23rd Festival and is set to take over the city for another exciting year across 11 days between the 24th September – 5th October 2020, celebrating Manchester's food & drink scene.

MFDF has become a nationally acclaimed event, and the 2020 event will be the most important year to date, providing an opportunity to kick start Manchester's recovery and celebrating the resilience and determination of our amazing food and drink community.

Created at a time when the North was considered something of a gastronomic waste land, the festival was founded as a means of showcasing Northern food and drink to the rest of the nation.

Now Manchester boasts one of the most exciting food scenes in the UK and its food festival is a fitting tribute to that status.

A huge outdoor celebration and bespoke activities happening in partnership with some of the best venues the city has to offer, MFDF is a multifaceted, diverse festival of extraordinary, urban gastronomic experiences.

Over the years the festival has drawn names as diverse as Jamie Oliver, Thomasina Miers, Hugh Fearnley Whittingstall, Tom Kerridge and Nadiya Hussain, whilst maintaining its Manchester roots by helping make local celebrities within the regional industry.

The festival culminates with the legendary Manchester Food and Drink Festival Gala Dinner and Awards (which this year will be held online), where the most prestigious food and drink awards in the City are distributed.



Festival Hub

At the heart of all the action is the Festival Hub which will be returning to the iconic Cathedral Gardens in the city centre near both Manchester Victoria and Piccadilly stations during 24th – 27th Sept & 1st – 4th October.

For 2020, MFDF has adapted the MFDF Festival Hub in order to be able to accommodate the relevant and necessary health and safety precautions required to run MFDF safely and COVID-19 compliant, whilst still providing an opportunity for consumers to enjoy the the full Festival Hub experience.

The Hub will attract over 20,000 visitors during it's 8 day takeover and will be split into two zones – The MFDF food village zone and the MFDF independent market place.

The city centre food village welcomes Manchester's best street food heroes and a wide selection of bars including the Manchester beers bar, cocktail bars, wine bar, and live music and entertainment every day. This zone will be available for pre – booked sales with four 2.5 hour dining sessions per day.

The MFDF Market Place will host a collection of Manchester's best independent artisan producers, providing festival goers with the opportunity to sample and shop the best products Manchester has to offer.

We have programmed the festival and the customer experience in line with current government guidelines. As these are changing frequently we will adapt the event programme and capacity and expect to be able to open up the festival hub to more customers over the coming months.



MFDF TV

Manchester's food and drink industry needs support more than ever before and MFDF is using all its channels to support the sector through this uncertain time. We have also recognised the thirst for foodie 'at home' content from our fans... with both of these objectives in mind, our virtual food festival, including MFDFTV was created. Our digital platforms - which have a reach of over 100,000 - are filled with foodie inspiration designed to bring the city's incredible food and drink scene into the homes of our fans. This includes an MFDF TV channel that is loaded with cookery videos from Manchester's most exciting chefs - all cooking in their homes and sharing the recipes with our viewers.

Whether it's breaking down the wine myths, baking the best sourdough or making salt & pepper chips at home, MFDF TV has an array of content for every occasion.



Mike Joyce - How to make sourdough bread



Kate Goodman, Reserve Wines - Wine Masterclass:...



Simon Wood - How to make salt & pepper chips



Gala Dinner & Awards

The MFDF Gala Dinner and Awards are the highest profile in the region – hotly anticipated by the industry, and the best-known and regarded amongst a consumer audience – they continue to provide a benchmark of excellence and quality within the food and drink industry. Due to the current situation and that all food and drink industry businesses having been closed for a substantial amount of time, MFDF will still be celebrating the industry by creating a brand new set of lockdown award categories as a one-off to recognise the great ways businesses have adapted during lockdown to include awards such as Best restaurant takeaway offering, Best innovation, best online food and drink retailer and best DIY Delivery Food Offering.



The Audience



Audience

MFDF attracts

- A cultural cross section of the North-West
- Predominantly 24 - 50 food lovers with high disposable income
- Technologically savvy with a medium to high usage of social media
- Audience of curious and affluent adults are receptive to new products



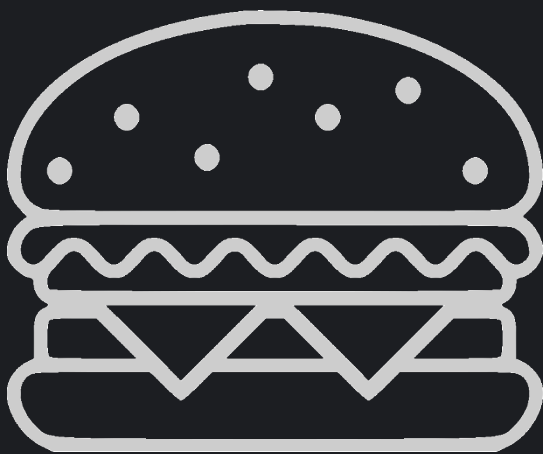
78,000 DRINKS SERVED



20,000 HUB VISITORS 2020
Previous years have welcomed nearly 100,000



LIVE MUSIC ACTS









20,000 MEALS EATEN



Audience

MFDF audience travel profile

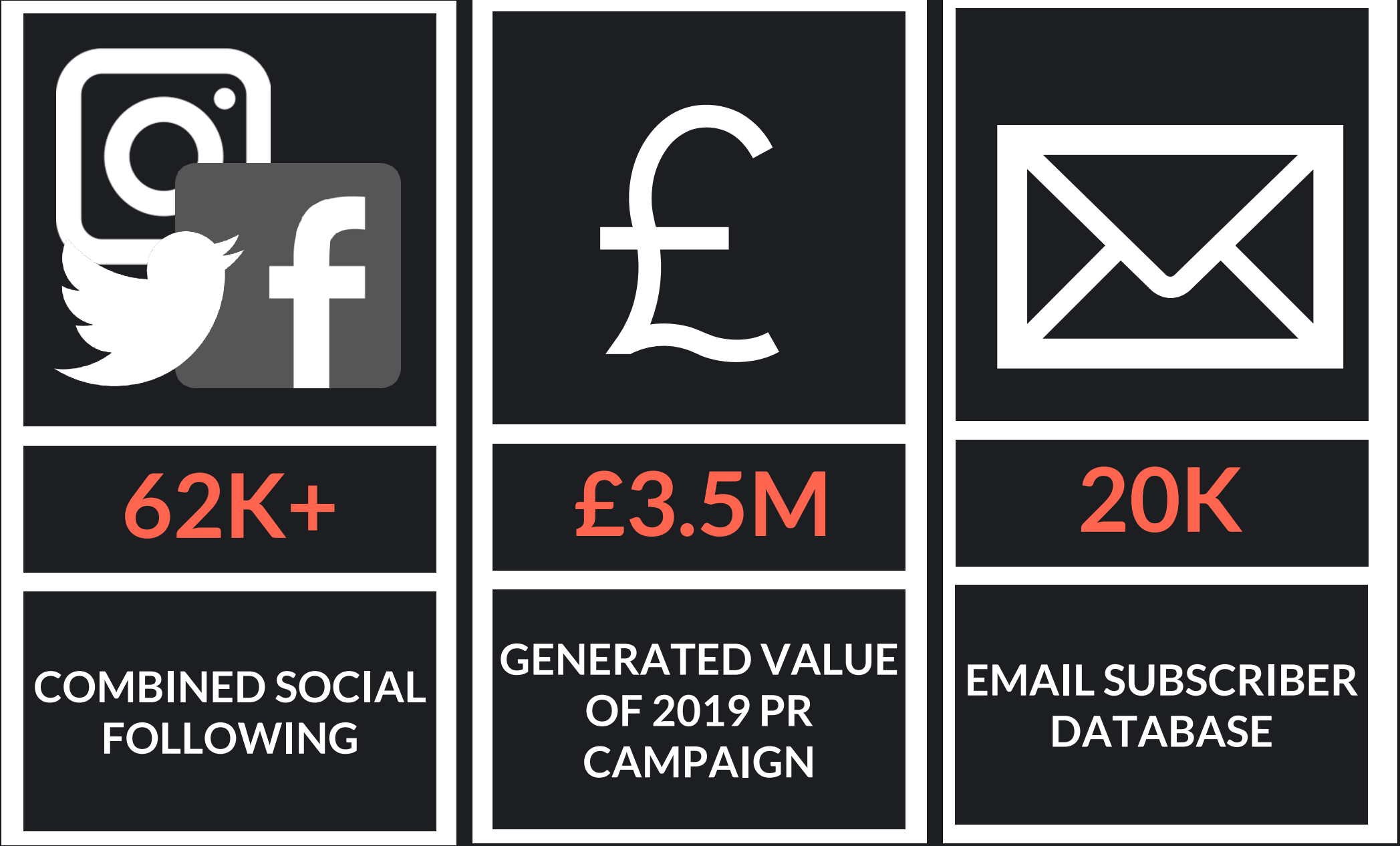
	Greater Manchester	43%
	Cheshire	19%
	Merseyside	16%
	Midlands	12%
	London	7%
	International	3%



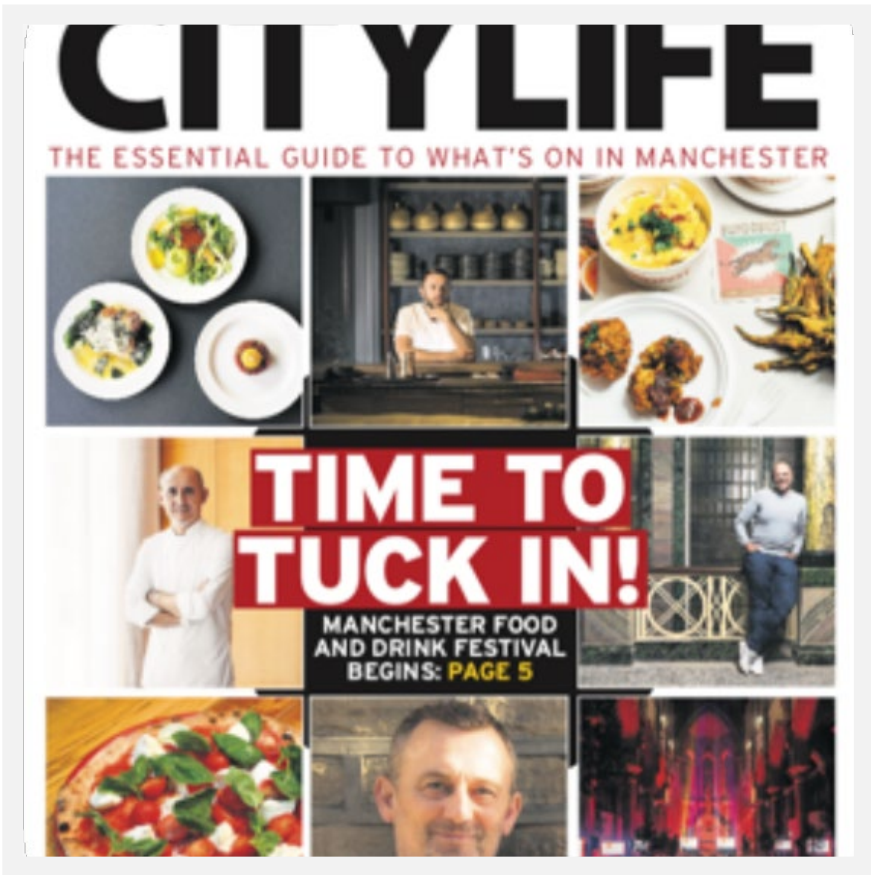
The Marketing



Marketing Reach



Marketing Reach



Media Partners

- Media partners including...
- Manchester Evening News
 - BBC Manchester
 - XS Radio
 - Taste of Manchester
 - Manchester's Finest
 - Manchester Confidential



Outdoor

44 JC Decaux sites across the city



Posters

Festival posters and flyer across the city of Manchester in key establishments and areas of high footfall



Online

Media advertising in the Guardian and the Manchester evening news.
Content Via MFDF TV



Media

*"A sprawling foodie fandango, ...
could there be any more to life
than this?"*

The Guardian Guide

*"A gastronomical
extravagance"*

Daily Telegraph

*"MFDF is the biggest such
celebration in the country ... now
firmly established as the leading
festival of its type in the UK"*

City Life

"A foodie extravaganza"

Good Housekeeping

*"Britain's most engaged and
creative urban food event"*

The Observer

*"... a great insight into all
aspects of the food and drink
industry"*

Simon Rimmer, Manchester
Evening News



Partnership Options



Partnership

Partnering with Manchester Food & Drink Festival is the perfect platform to associate your business or brand with a trusted and popular event .

Manchester Food & Drink Festival offers a credible opportunity to communicate your key messages to thousands of highly targeted customers.

Partnerships offer a wide range of rights and benefits giving your brand cross channel integration to communicate physically and digitally with the wider audience and capture their attention.

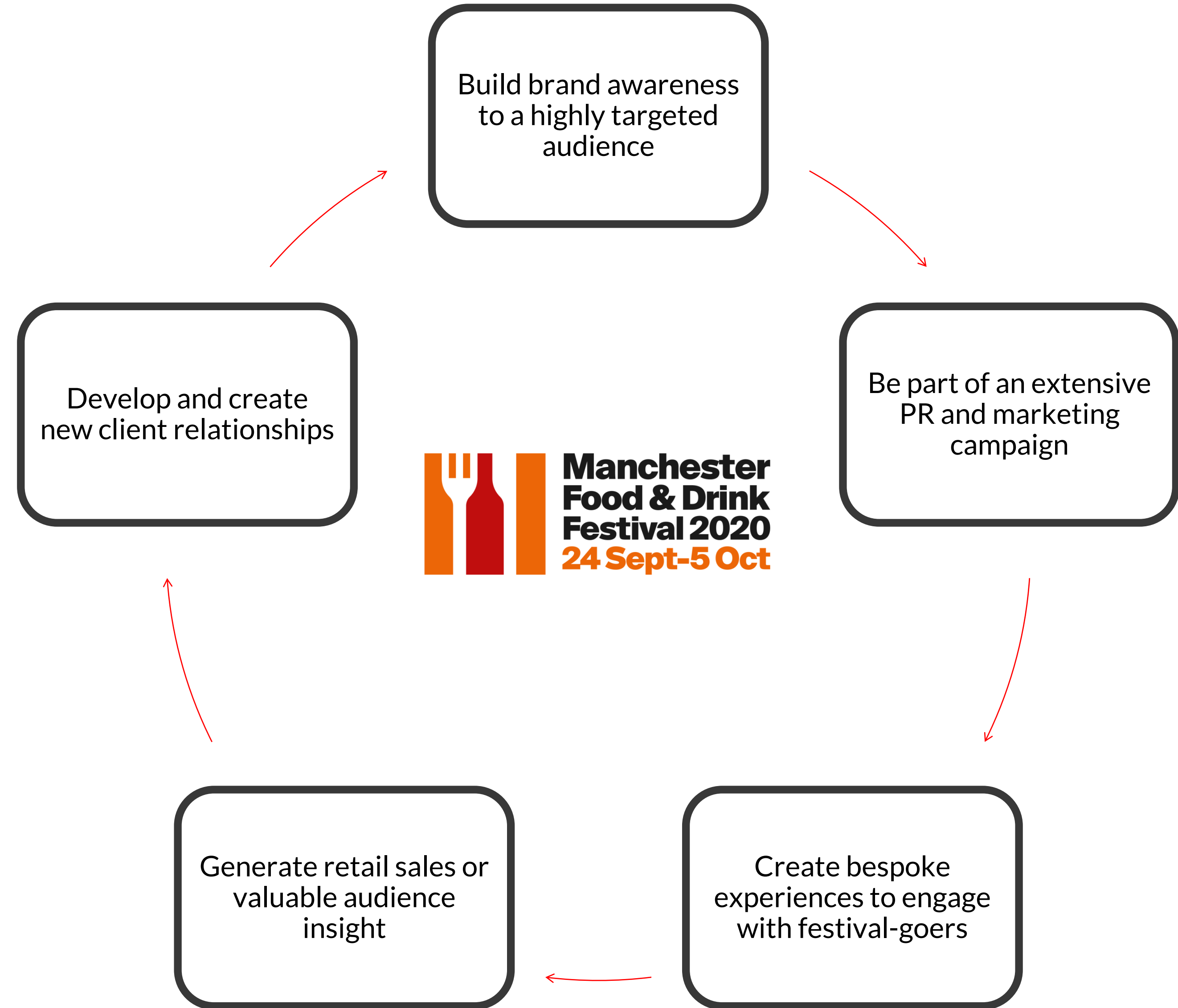
Combined with the festival marketing platform, PR and networks, it's a turn-key marketing and partnership solution.



Partnership Rights

Partnership with Manchester Food & Drink festival offers a broad inventory of rights and benefits . We work with each partner to create a bespoke inventory of rights which works to deliver against objectives and KPI's. Rights include but not limited to:

- Naming Rights
- Access to digital content
- Bespoke marketing campaign via festival and partner channels
- Tickets and VIP hospitality
- Branding and messaging across all channels
- Activation space
- Exclusivity within category



Partnership Opportunities

Headline Sponsor

Headline sponsors are at the forefront of a PR campaign valued at over £3.5m, plus will enjoy the highest level advertising and promotional exposure via the Festival marketing channels and significant live experience. As a headline sponsor everything that the Festival does has your stamp on it.

Investment from £50,000

Official & Exclusive Partner

Become the official and exclusive brand in your sector. We have developed partnerships in this style with international brands such as Lufthansa (Official Airline), Booths (Official Retail) and Metrolink (Official Travel Partner).

Investment from £20,000

Event Partner

Put your name to a specific part of the Festival, for example the MFDF Awards, the Festival Hub, Live Cookery Theatre or Wine & Fizz Festival of MFDF TV, or simply stage an event bespoke to you then promote it via our networks.

Investment from £10,000



Summary

- Manchester Food & Drink Festival is the perfect platform to create a wide ranging and meaningful partnership to communicate to a food and drink loving audience
- Partnership with the festival offers a fantastic opportunity to connect with the beating heart of Manchester's vibrant bar and restaurant scene
- We have decades of experience delivering successful partnerships and would welcome the opportunity to understand your needs and objectives to build a truly bespoke campaign





For further information please contact:

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