



YOUR GUIDE TO FINDING THE RIGHT EVENT OR SERVICE FOR YOUR BRAND





Introduction

Whether you're a startup brand or a growing business in food and drink, this guide is here to help you find the right path through our curated event & services formats



Event/Services by Company Size



FOR SMES & CHALLENGER BRANDS

PERFECT FOR NEW OR EMERGING BRANDS
WANTING EXPOSURE WITH DECISION-
MAKERS

- ✓ **DINNER WITH THE BUYER (DWTB)**
A relaxed and intimate dinner setting to build personal relationships with key buyers
- ✓ **BUYER BOX**
Send your products directly to 10 top travel buyers and receive comprehensive feedback
- ✓ **TICKEAT CATALOGUE**
Showcase your products in our digital catalogue shared with hundreds of industry buyers
- ✓ **MTB TASTER SESSION 2025**
A networking gala where 30 innovative F&B brands meet and showcase to 45+ top-tier buyers in the travel and leisure sectors



FOR MID-SIZED BRANDS

IDEAL FOR GROWING COMPANIES LOOKING
TO DEEPEN BUYER RELATIONSHIPS AND
SCALE DISTRIBUTION

- ✓ **MEET THE BUYER (MTB)**
Our most popular event. Pre-booked, one-to-one meetings with key decision-makers across airlines, rail, cruises, and more.
- ✓ **DINNER WITH THE BUYER (DWTB)**
A relaxed and intimate dinner setting to build personal relationships with key buyers
- ✓ **BUYER BOX**
Send your products directly to 10 top travel buyers and receive comprehensive feedback
- ✓ **TICKEAT CATALOGUE**
Showcase your products in our digital catalogue shared with hundreds of industry buyers



FOR LARGE ENTERPRISES

DESIGNED FOR BRANDS READY FOR
FULL-SCALE MARKET PENETRATION
AND CUSTOM EXPOSURE

- ✓ **FULL EVENT PARTICIPATION**
Combine all TickEat platforms for maximum visibility and networking
 - ✓ **CUSTOM ENGAGEMENTS**
Secure branding placements, sponsor targeted events, or host private tasting sessions
- 🔗 Visit www.tickeat.co.uk to register your interest and explore sponsorship options



Event/Services Format Comparison Table

| Format | Brand Stage | Type | Buyer Interaction | Reach | Frequency |
|--------------------|------------------|----------------------------|--|---|--|
| DWTB | All | In-person | High-touch | Niche - 2 buyers per dinner | Monthly - limited to only 8 brands |
| Buyer Box | SME, Mid-sized | Remote | Sample-based, buyer feedback sent through TickEat | Medium - 10 top train and airline F&B buyers sample and feedback your products. | Monthly - limited to only 10 brands |
| MTB | Mid-sized, Large | 1:1 in-person | Scheduled - networking gala, 2- days of buyer interactions | Very High | Once a year - 22nd – 23rd October 2025 |
| MTB Taster Session | SME+ | 1:1 in-person | Strategic - 5 hour networking gala with product showcase | High | Once a year - 22nd October 2025 |
| TickEat Catalogue | All | Digital | Proactive | Medium | Monthly - limited to only 10 brands |
| Travel Masterclass | All | Remote | None | Pepares you for buyer reach | Ad-hock |
| Strategy Day | All | In person at your business | None | Pepares you for buyer reach | Ad-hock |
| Procurement | All | Remote | Medium - helping you realise your vision to deliver products to buyers | Medium | Ad-hock |
| Partnerships | All | Remote | High - end-to-end support in launching your products within travel and leisure | Medium | Ad-hock |