



WAITROSE
WINTER
FOOD&DRINK
FESTIVAL



SHOW GUIDE





**WE CAN'T
WAIT TO
SEE YOU!**

We're delighted you're coming to the Waitrose Winter Food & Drink Festival 2023. As always, we have lots for you to see and do, with favourites such as the Champagne Bar, Food Court and Gift Shop making a welcome return alongside the new Waitrose Christmas Room, Cheese Room and mini golf.



As you explore the festival, you can sample products from some of your favourite food and drink brands. You'll also be able to try delicious food from this year's Waitrose Christmas range, which offers exceptional quality at great value and is sure to bring festive magic to your table. After all, when the food's good, everything's good!

Read on for festival highlights and tips to help you make the most of your visit. If you've booked for a masterclass, enjoy. If not, do join a free session in the Meet the Experts Room. We hope you have a wonderful time and discover new delights to enjoy over Christmas and beyond.

JAMES BAILEY

Partner & Executive Director, Waitrose

HOW TO MAKE THE MOST OF YOUR VISIT

Your four hours at the festival will fly past. A bit of careful planning will help you take full advantage of what's on offer

WATER, WATER...
ALONGSIDE WINE, BEER AND SPIRITS, PUT
PLENTY OF WATER ON YOUR MUST-DRINK LIST



Pace yourself

There's lots to see and do at the festival, with more than 150 food and drink suppliers to explore, as well as talks and demos, and experiences such as the Waitrose Christmas Room, Champagne Bar, Gift Shop and the new-for-this-year Cheese Room and mini golf. Use this guide to help plan your must-do list, and try to leave enough time to get round everything.

Wrap up warm

Tobacco Dock is a big space, and some suppliers will be outside. We recommend you wear something warm so that you have the best experience.

Pick up a festival map

We'll be handing out maps near the main entrance which will list all the suppliers taking part in the festival. If there are particular drinks you're looking for, it will show you where to find them.

Hold on to your glass

Please collect a sampling glass after you leave your bag at the bag drop. Keep this for all drinks sampling as you move around the festival – there are plenty of glass wash points where you can rinse it out.

Stay hydrated

When you arrive you'll be given a bottle of Fiji water, and there will be top-up water stations around the venue. Please do help yourself.



Scan your favourites

If you'd like us to email you a list of the products you enjoy during your visit, scan the QR code for that product



at the stand using your smartphone. You'll then be prompted to fill in your details on the festival website. Further products will be added to your list each time you scan.

After the festival

You'll receive an email with details of all the products you scan (provided you gave us a valid email address at registration). In the coming days we'll also email you a short survey asking about your festival experience. We'd be grateful if you could complete and return this to us, to help us make our future events even better. Thank you!



AND FINALLY...

We've switched things up this year and will give you a ready-to-fill goody bag on arrival. As you explore the festival, visit the goody bag collection points (shown on the map, page 16) to collect items for your bag.

DON'T MISS THESE FESTIVAL HIGHLIGHTS

With so much to see and do, where do you start? These are just some of our favourite things at this year's show

POP THE CORKS...
PARTY FIZZ OR FINE CHAMPAGNE?
THERE'S PLENTY OF BOTH TO SAMPLE

1 **Waitrose Christmas Room**

Immerse yourself in all things Christmas and sample highlights from this year's award-winning Waitrose festive food range. Join a John Lewis tablescaping and tree decorating workshop, visit the Gift Shop, drop in on a Waitrose drinks experience session and chat to our Cookery School chefs. If you've pre-booked a wreathmaking or macaron masterclass, it will take place here.

2 **Waitrose Champagne Bar**

Did you hear the pop of a cork? Pull up a chair at the Champagne Bar in partnership with Piper-Heidsieck and treat yourself to a glass of bubbly. We'll have fizz for all budgets on the menu. Luxury by the glass!

3 **Camden Town Brewery Caricature Drawing**

Located in Beer & Cider Hall 3, London beer legend Camden

Town Brewery will have two artists on site to create keepsake caricature drawings of you and your group.

4 **Bonne Maman**

Join Bonne Maman's cookery expert in the Meet the Experts Room as she demonstrates two no-bake festive showstoppers. First, a magnificent croquembouche tower of mini meringues filled with Bonne Maman spreads and conserves. Second, easy Cherry Chocolate Truffles, a lovely edible gift to make this Christmas.

5 **Cheese Room**

Cheese and wine nights go hand in hand with winter, but where do you start building your best cheeseboard? Say hello to our new dedicated Cheese Room, where you can sample our very best No.1 range, as well as offerings from favourite brands. Sponsored by Leffe Beer, so you can enjoy a Belgian beer while you browse – you'd be crackers to miss it!





6 Sip & Putt with Absolut Vodka

New for 2023, you'll find our 9-hole mini golf course sponsored by Swedish vodka legend Absolut. Go head-to-head with your friends while enjoying the uplifting tunes and tasty drinks to inspire your at-home cocktail making. Will you get a hole in one? Sessions are free but please book when you arrive.

7 Meet the Waitrose wine experts

Are you wondering what wine to serve with the turkey this year? Or maybe you're looking for great-value fizz for a party. Whatever your drinks conundrum, our expert buyers will be happy to come up with ideas. Just come along to the Waitrose Cellar stand in Wine Vaults 2 and have a chat.

CAMDEN

*Fresh Beer
Here*



be**drinkaware**.co.uk

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8 Ready-mixed drinks from Waitrose

If you love cocktails, do try our new No.1 pre-mixed espresso martini and passion fruit martini, and No.1 gin. You'll find them in the Christmas Room and the Spirits Lounge.

9 Food Court

Worked up an appetite? Head to the Food Court where you can enjoy hot food and a sit-down. There's something for everyone, including

burgers and fries, pasta and cosy dishes such as lamb kleftiko and teriyaki pork bao buns. Looking for something lighter? Jason's Sourdough Toasties are available on the Quayside Walkway.

10 Ninja Woodfire cooking demos

Outdoor cooking isn't just for summer! Let Ninja's Woodfire experts inspire you to entertain alfresco all year round as they fire up the flavour with their cooking demos.



MEET THE EXPERTS

During your visit you can
spirits talks in the Me

COCKTAIL KNOW-HOW
FIND IDEAS FOR NEW WAYS TO SERVE YOUR
FAVOURITE SPIRITS AROUND THE FESTIVAL



FRIDAY

- 5.30 Get to know alcohol-free Jukes Cordialites**
Meet the brains behind the award-winning, plant-based, non-alcoholic drinks brand.
- 6.05 Rum tasting with Flor de Caña**
Learn how this Nicaraguan rum brand is leading the field in sustainable practices as you enjoy a rum and chocolate tasting.
- 6.40 Coffee cocktails with Conker Coffee Liqueur**
Enjoy an espresso martini masterclass with the Dorset-based distillery's founder.
- 7.15 Take a trip with 135 East Hyogo Dry Gin**
Discover and sip super-premium Japanese gin.
- 8.00 Daiquiris with Doorly's Rum**
Experience the taste of Barbados and meet Doorly's brand ambassador.

SATURDAY DAYTIME

- 11.30 Waitrose Chefs demo: the ultimate turkey pie**
Innovation Chef
Zoe Simons shares the perfect recipe to use up Christmas leftovers.
- 12.05 Waitrose Chefs demo: tiramisu with a twist**
Innovation Chef
Zoe Simons' festive spin on the classic pud.
- 12.40 Dive in to Warner's Gin**
Find out about Warner's farm-grown ingredients and sample its Blossom and Rhubarb gins.
- 1.15 Showstopping desserts with Bonne Maman**
Learn how to make a stunning croquembouche tower and quick and easy cherry chocolate truffles.
- 2.15 See behind the scenes of Dish, the podcast from Waitrose**
Watch Michelin-starred chef Angela Hartnett cook puttanesca as she discusses her Dish highlights with her co-star and broadcasting legend Nick Grimshaw.

an join in with free cocktail masterclasses, cooking demos and wine and
t the Experts Room. Sessions last 20-30 minutes – there's no need to book.

SATURDAY EVENING

- 5.20 See behind the scenes of Dish, the podcast from Waitrose**
Watch Michelin-starred chef Angela Hartnett cook gnocchi as she discusses her Dish highlights with her co-star and broadcasting legend Nick Grimshaw.
- 6.05 Waitrose Chefs demo: seriously good sides**
Innovation Chef Martyn Lee creates the ultimate Christmas Day side dish.
- 6.40 Make the most of MOTH: cocktails**
Get tips on serving MOTH's canned drinks – and have a taste, too.
- 7.15 Discover Rioja with Barón de Ley**
Find out more about Spain's most celebrated wine region.
- 8.00 Tequila time with VIVIR**
An immersive look into the history of this agave-based spirit, followed by a tasting.

SUNDAY

- 11.30 All things olive oil with Belazu**
Join Robert Curbishley from Belazu for a class on what makes olive oil so special.
- 12.05 Waitrose Chefs demo: Boxing Day brunch**
Try something different this Boxing Day, with Innovation Chef Martyn Lee's brunch recipe.
- 12.40 Tequila time with VIVIR**
An immersive look into the history of this agave-based spirit, followed by a tasting.
- 1.15 Waitrose Chefs demo: Christmas canapés**
Up your canapé game with Innovation Chef Martyn Lee's suggestions on what to serve at Christmas parties.





Bonne Maman®



Discover the delicious
Bonne Maman range



Selected stores. Subject to availability

CHRISTMAS ROOM SCHEDULE

Head to the Christmas Room for a free Drinks Experience or John Lewis tablescaping session. Just turn up – it's first come, first served!

FRIDAY

- 5.30 Waitrose Drinks:
Wine and cheese**
Discover what makes a perfect pairing.
- 5.45 Tablescaping and
tree decorating**
John Lewis stylists show how to give your home a festive glow-up.
- 6.30 Waitrose Drinks:
the Old Fashioned**
Build your own version of this classic cocktail.
- 7.00 Tablescaping and
tree decorating**
John Lewis stylists show how to give your home a festive glow-up.
- 7.15 Waitrose Drinks:
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Discover what makes a perfect pairing.
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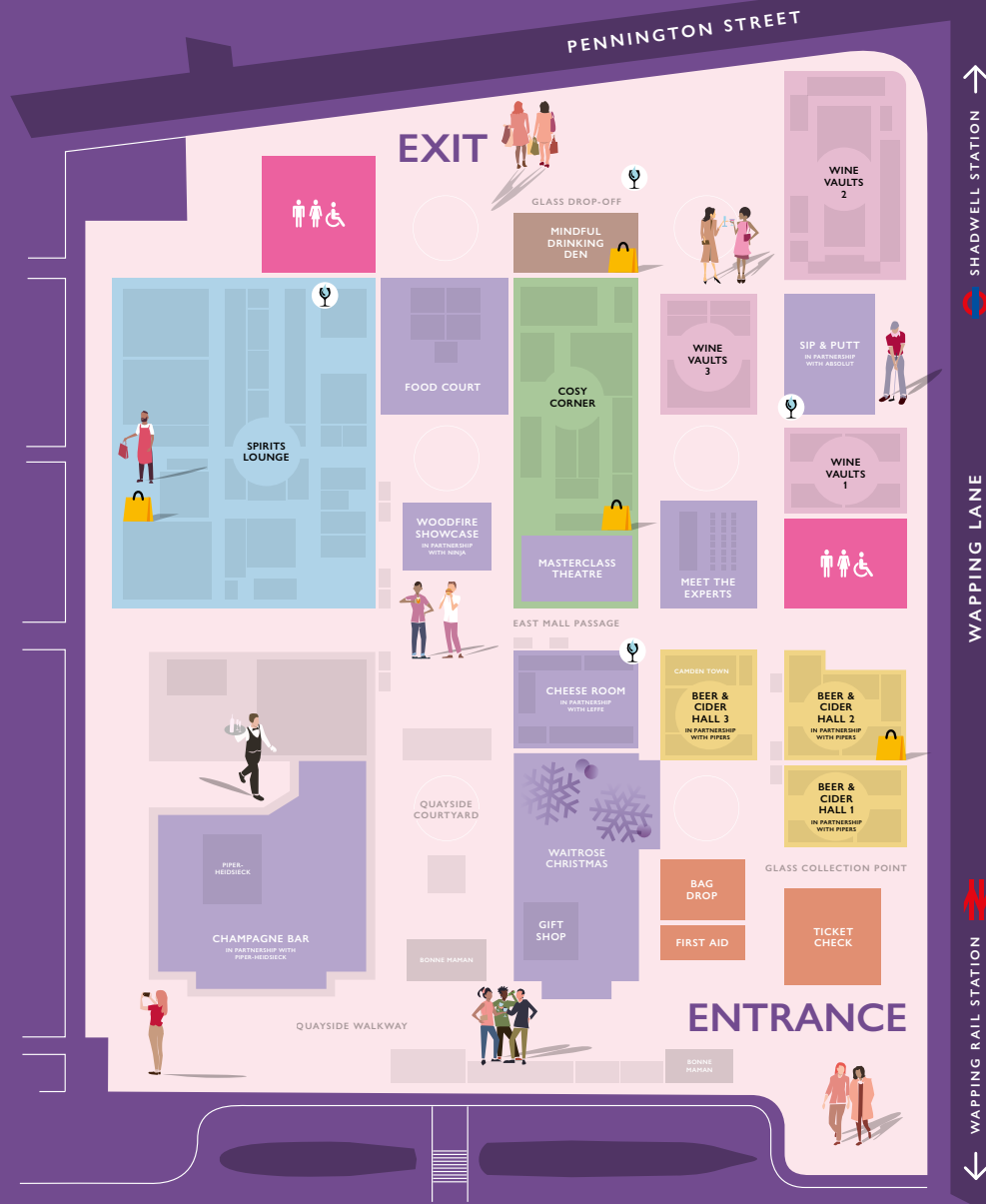
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FESTIVAL MAP

If you need help with finding anything during your visit, look for a Waitrose Partner wearing a festival apron – they'll be happy to show you the way.

KEY

- WINE
- SPIRITS
- BEER & CIDER
- COSY CORNER
- MINDFUL DRINKING DEN
- WAITROSE EXPERIENCES
- GOODY BAG COLLECTION POINT
- GLASS WASH POINT
- TOILETS
- FACILITIES



DON'T MISS...

WAITROSE CHRISTMAS ROOM

Feeling festive yet? Come and sample highlights from the award-winning Waitrose Christmas range – then explore the Gift Shop, join drinks experience sessions, tablescaping workshops and more. Pre-booked wreathmaking and macaron masterclasses take place here.

CHEESE ROOM

Discover and taste cheese from our very best No.1 range, as well as favourites from top brands. This room is sponsored by Leffe Beer, so you can enjoy a Belgian brew as you browse.

CHAMPAGNE BAR

Pull up a chair and treat yourself to a glass of bubbly. As well as Champagne from Piper-Heidsieck, we'll have Prosecco, Cava and Waitrose Leckford Estate Brut to buy.

MEET THE EXPERTS ROOM

Head here for free cocktail masterclasses, cooking demos and wine and spirits talks. Sessions last 20-30 minutes – there's no need to book. See the timetable on pages 10-11 of this guide to find out what's happening when.

STUFF THE TURKEY, MAKE A PAELLA

Discover gifts for home lovers on our app



JOHN LEWIS
let your traditions grow

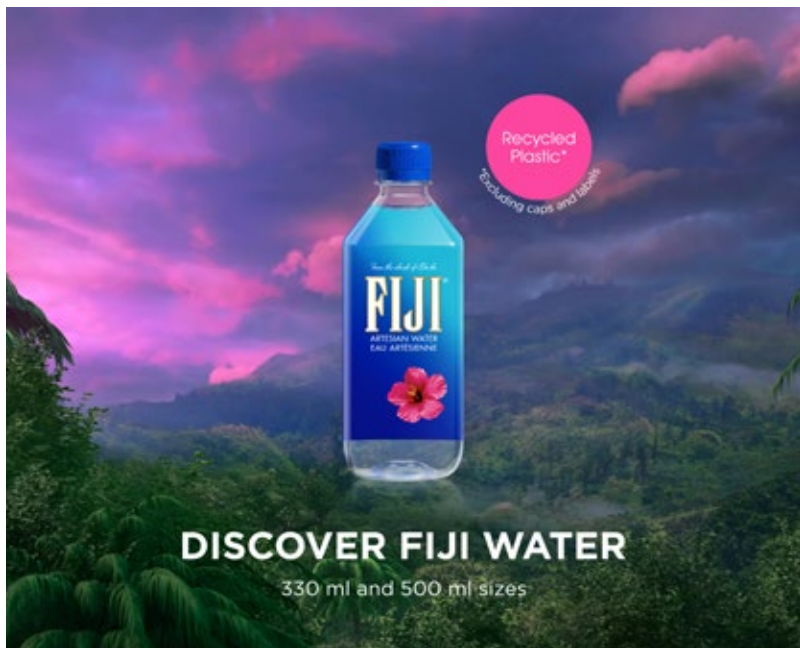
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HELP GIVE YOUNG PEOPLE FROM CARE A BETTER FUTURE

This Christmas, donate to our
Building Happier Futures Fund and make
a difference to young people from care.

waitrose.com/happierfutures



OUR
CHARITY
PARTNERS



HOME
START



WHO CARES?
LIVERPOOL

WAITROSE
& PARTNERS



THANK YOU TO OUR SUPPLIERS

We would like to say a big thank you to all the suppliers who are taking part in the festival and those that are generously providing products for our customers to sample.



3 FOR 2

SERVING SUGGESTION.

CHILLED PARTY FOOD

WAITROSE
& PARTNERS
CHRISTMAS

SELECTED LINES ONLY. SUBJECT TO AVAILABILITY. OFFER AVAILABLE 29 NOVEMBER TO 2 JANUARY 2024