

καλωσόρισμα



**Greek- UK mission to the UK**

**Entering the UK Food & Drink Market**



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# Agenda

- Introduction
- UK Food & Drink sector numbers
- Greek Food & Drink trends
- Retail
- Wholesale/ Distribution
- Close



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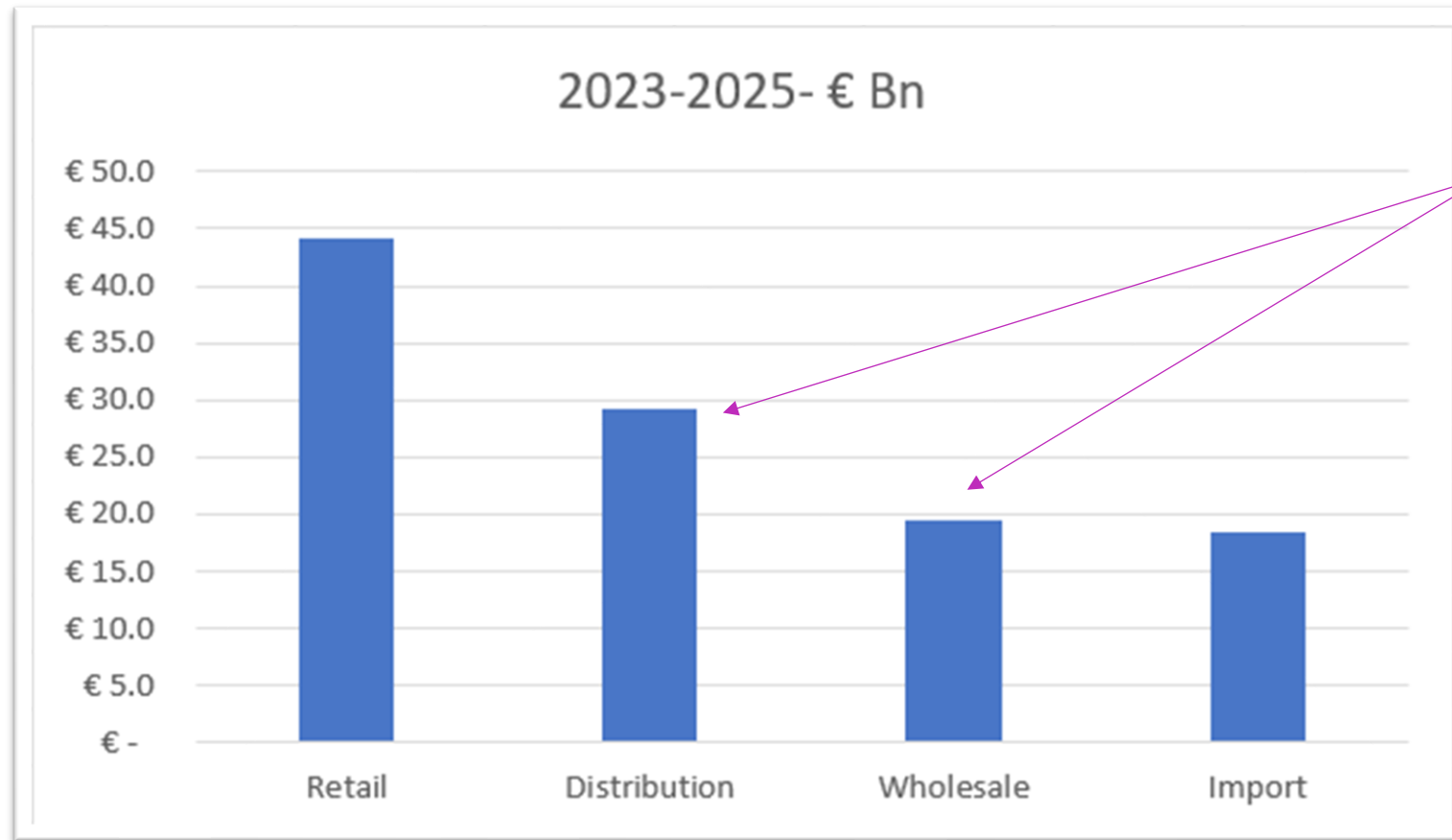


## Introduction:

**Michael Hadfield- Senior Innovation & Growth Specialist**



## UK Food and Drink Sector Market Sizes (in € Bn) Estimates from 2023 to Early 2025

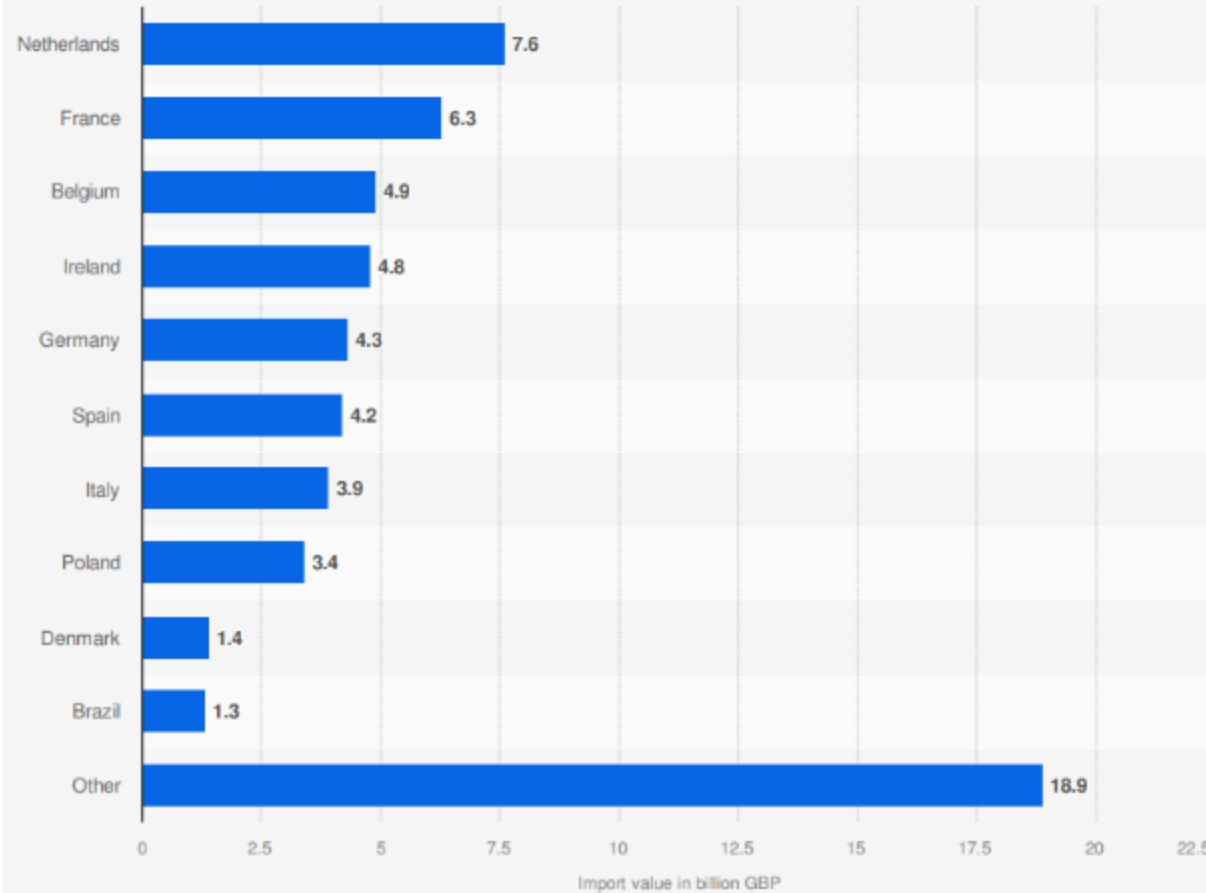


Also supply into retail  
(52% of Wholesale  
market supplies into  
retail, 29% into  
catering).

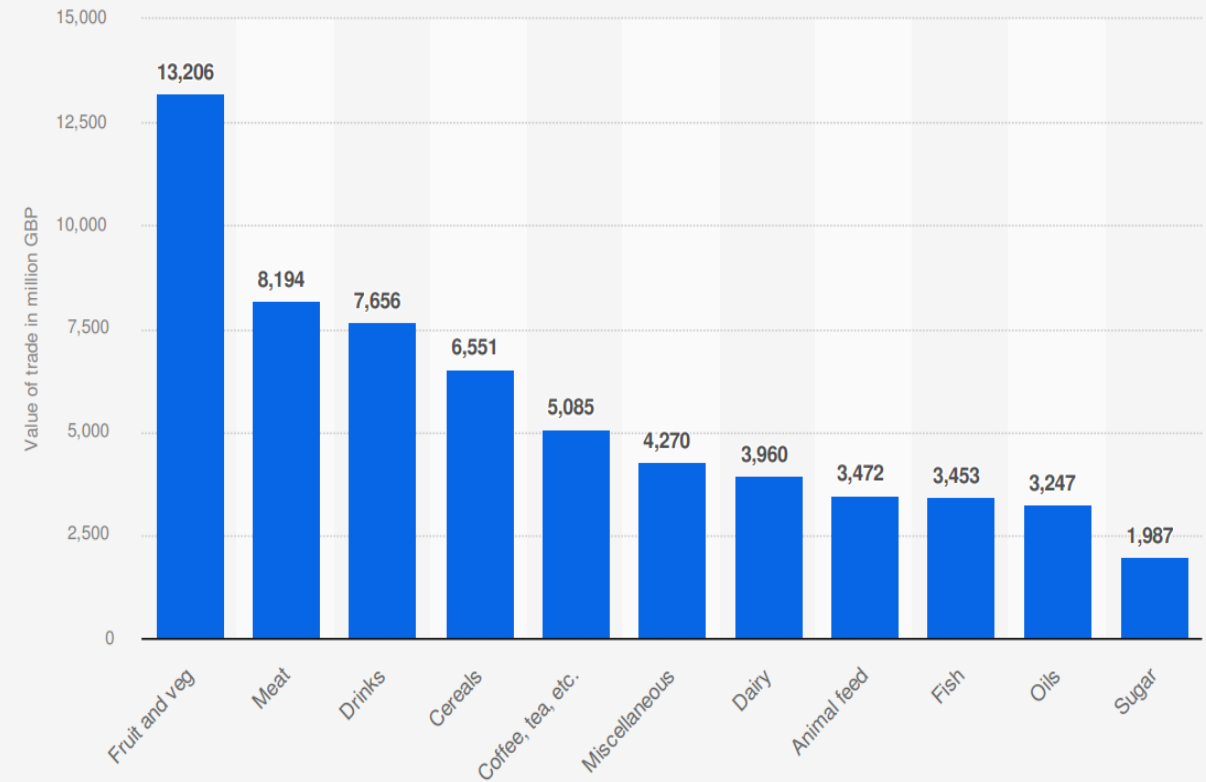
[\\*Federation of Wholesale Distributors.](#)

...more stats.

Value of food, feed and drink imports into the United Kingdom (UK) 2023, by country of origin (in billion GBP)



Leading food, feed and drinks commodities imported into the United Kingdom (UK) from the European Union (EU) in 2023, based on value (in million GBP)



Sources

Defra; GOV.UK; HM Revenue and Customs  
© Statista 2025

Additional Information:

United Kingdom; Defra; HM Revenue and Customs; 2023\*



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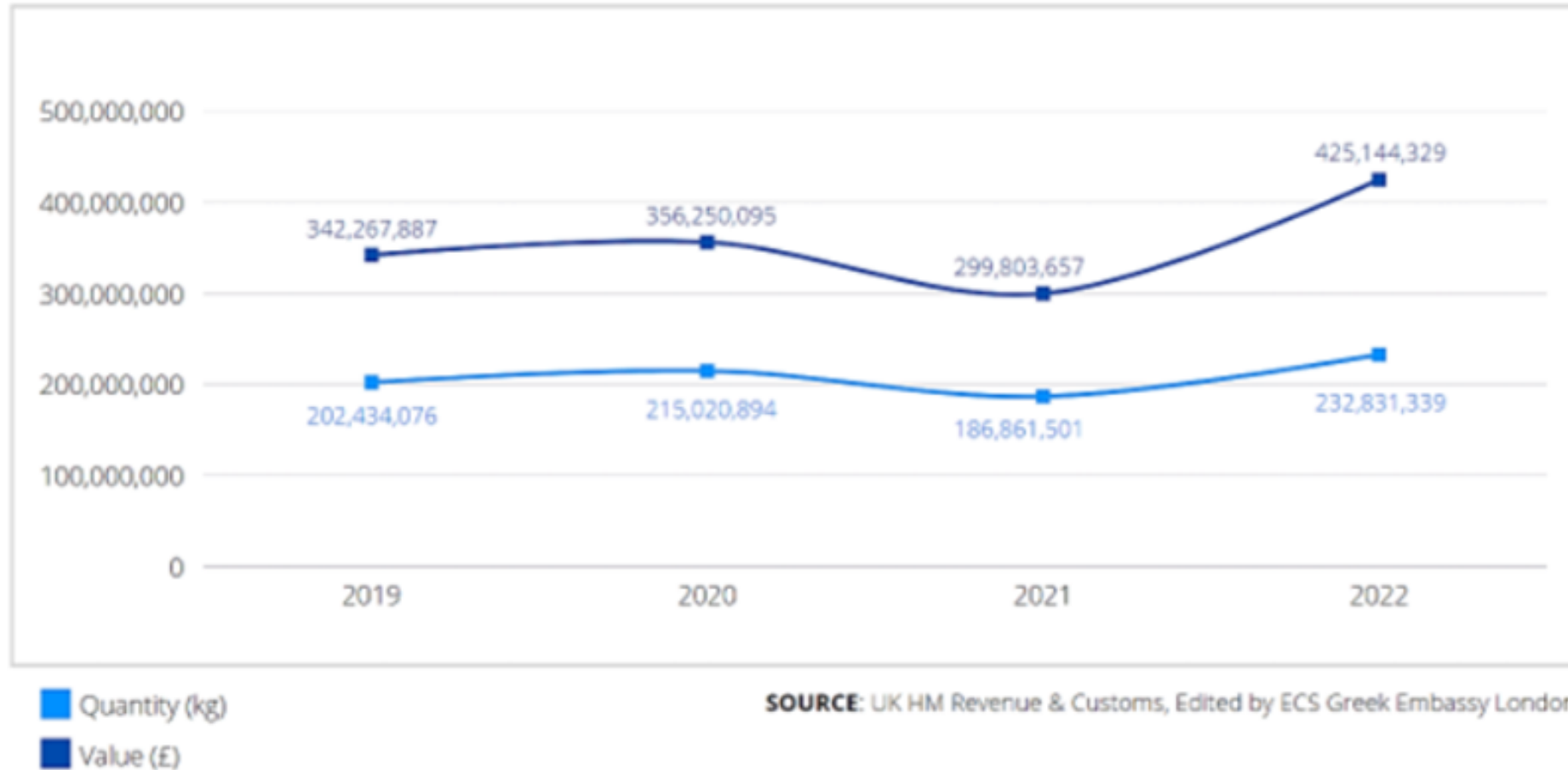
# Organic Food & Drink



Organic customers twice as likely to order online than instore

\* [Soil association report 2024](#)

## Total Greek F&B Exports to the UK 2019-2022



SOURCE: UK HM Revenue & Customs, Edited by ECS Greek Embassy London

Unverified: 2024 Circa £570m



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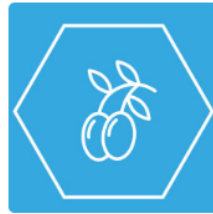


# Food & Drink trends in 2025

## Which are the popular new cuisines in 2025?



Argentinian



Greek



Turkish



Portuguese



Southern States



Swiss

Interested in trying Greek food- 39%  
Already eat Greek food- 40%  
Generally interested in Greek food- 79%

Source: Bidfood survey 2025

Greek foods growing in popularity-  
Spanakopita  
Pastiso  
Kolokythokeftedes



## The rise of Greek Cuisine- a Global renaissance



According to market research company Euromonitor International, the Greek food market has seen a compound annual growth of 4.5% between 2019 and 2024.

This steady rise suggests that Greek cuisine is not just a passing trend but a lasting part of the UK's food scene

# Positive indicators of Greek Food & Drink in the UK.....

## Greek wine



Reported sales skyrocketed, increasing by 277% compared to June 2023 and by 207% compared to May 2024 overall.

\* Source: [Drinks Intel](#) & [The Drinks Business](#)

BREAKING THE PLATE: ARE GREEK RESTAURANTS FINALLY HAVING THEIR MOMENT?



There's been a growing desire for authentic, unpretentious food.

KALLOS: NEW GREEK RESTAURANT TO OPEN IN SALFORD THIS AUTUMN



Greek cuisine is really having a moment right now in Manchester.

The Real Greek launches first retail range in Tesco



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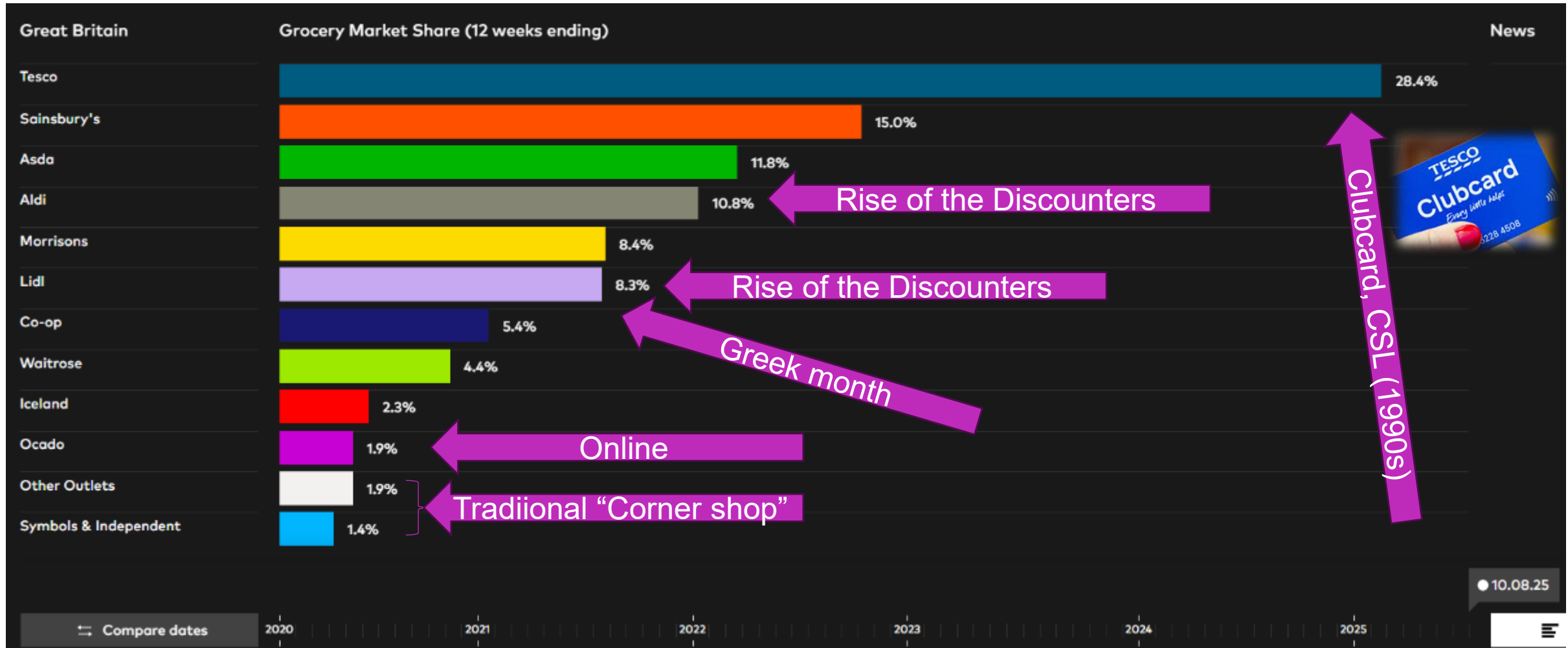
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# Retail sector

Dominated by the big 5 supermarkets (August 2025)



## Tesco August 2025 (Small superstore)



Promotional  
backboards



Shelf edge  
stripping



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[Link to Tropi UK website](https://www.tropi.co.uk)  
(Surya Foods)



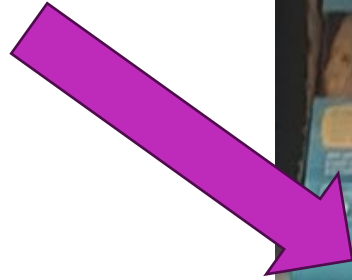
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OF GREECE





## Tesco August 2025 (Small superstore)

Retail Ready  
Packaging



No  
promotional  
activity



Planograms/  
Merchandising plans-

- Buyer priorities
- Timing
- Logistics/ KPIs

...more on this later from  
Noor.



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## Tesco August 2025 (Small superstore)



[Link to The Real Greek UK Website](#)



## Lidl- monthly promotions

**FLAVOUR OF THE WEEK**  
**Greece**  
**ERIDANOUS**  
GREEK STYLE  
From 26 January

**Pastry Swirl**  
1kg, £3.49/kg  
Choose from Moutzara & Feta Cheese or Spinach & Cheese  
**£3.49**

**Pastry Parcels with Cheese**  
1kg, £2.99/kg, frozen  
**£2.99**

**Mini Filo Pastry Rolls with Bacon and Cheese**  
500g, £3.96/kg  
**£1.99**

**Tzatziki (with extra virgin olive oil)**  
250g, 31.6p/100g, chilled  
**£1.29**

**Filo Pastry Pie with Minced Meat Country Style**  
850g, £4.69/kg  
**£3.99**

**Gyros**  
500g, £5.98/kg  
**£2.99**

**Gyros Rice Dish**  
750g, £3.32/kg  
**£2.49**



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europe  
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## Wholesale/ Distribution/ Cash & Carry

**Sysco**



**brakes**  
a Sysco company

**kff**  
a Sysco company

**freshdirect**

**CountryChoice**  
a Sysco company

**Bidfood**  
Inspired by you

**COSTCO**  
.co.uk

**BOOKER**  
WHOLESALE  
**makro**

**B**  
BESTWAY  
WHOLESALE

**JJ** Foodservice

**HELLENIC FOODS**  
DISTRIBUTION  
EST. 2015

**agora**  
GREEK DELICACIES

**α** **Ariston Foods Ltd**  
Greek food & drinks wholesaler

**Maltby & Greek**

**Greek Market**  
United Kingdom



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Top 50 UK Drinks  
Wholesalers- 2024

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## Wholesale Food & Drink trends

- **Plant-based revolution:** The market for plant-based foods is growing significantly, driven by consumer demand for meat and dairy alternatives (not confined to veganism- includes a wider shift towards healthier, sustainable eating).
- **Sustainability and packaging innovation-** Retail ready and environmental packaging are key considerations for buyers.
- **Global flavours:** Consumers are seeking more authentic and adventurous culinary experiences.
- **Alcohol-Free Beverages and Low-ABV Drinks-** market grew by 31% in 2023!
- **Digital adoption-** Warehousing, Online (including speed/ error reduction).



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[Why doner meat is popular in UK restaurants](#)



## In conclusion

- The market for Greek Food & Drink is on trend for 2025.
- Cost, margins, branding, taste are all factors...but what is your USP and how will you communicate this to enthuse buyers?
- What is your channel strategy/ Route to market? Focus on quality, the story but understand the retail, foodservice/ distribution supply chain before committing to volume.
- Understand buyer priorities as well as your own. Timing is important.

Wouldn't it be useful if we knew someone with actual buying experience?

Thank you for listening



✓ UK Food and  
Drink  
Businesses by  
Sector



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