

# PRESS RELEASE

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## EXCEL LONDON & BUDWEISER BREWING GROUP ANNOUNCE NEW MULTI-YEAR PARTNERSHIP

- *Budweiser Brewing Group, part of AB InBev, the world's leading brewer, to become Official Beer & Cider Partner to London venue.*
- *New partnership to give Excel's four million visitors even more offerings from some of the UK's leading beers, including a range of no and low alcohol products.*
- *Beverages to be available across the venue including hospitality, retail and Excel's new waterfront restaurant.*



**LONDON, 16/01/25:** Excel London and Budweiser Brewing Group (BBG), part of AB InBev, has today announced a new multi-year partnership linked to the venue's continued investment and growth strategy.

BBG, who brew some of the UK's most popular beverages, including Corona, Stella Artois, Camden and Budweiser, will now become the London's venue's Official Beer & Cider Partner.

**For further enquiries or information about Excel London, please contact:**

Tom Phillips, PR & Communications Manager | E: [tomphillips@excel.london](mailto:tomphillips@excel.london) | M: +44(0) 7812 206260

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As well as offering Excel's four million annual visitors an even wider choice of products, the new partnership also includes investment in the venue's boulevard bar that will become a Camden branded experience, serving a wide range of BBG favourites. In addition, the partnership extends to Excel's brand-new restaurant – the Waterfront Street Kitchen & Bar – part of the venue's new immersive entertainment district Immerse LDN which is open to both visitors and London residents alike.

Excel's Chief Commercial Officer Simon Mills said: "Alongside hosting a packed schedule of world-class events, Excel London has been continually investing into our venue, facilities and infrastructure to further enhance our customer experience, as part of our journey to become the world's best event destination. One of these key areas has been through our F&B offerings and bringing our visitors even more quality and choice. We know from independent research that Excel's average visitor dwell time is more than 7.5 hours and key to that is connecting and networking over a drink, so we're delighted to be partnering with Budweiser Brewing Group and to be serving some of the UK's most-loved beverages."

Brian Perkins, President of Budweiser Brewing Group, said: "We are thrilled to be partnering with such an iconic venue in the UK. At Budweiser Brewing Group, we believe in creating memorable experiences that bring people together, and this partnership with Excel London offers the perfect platform to do just that. We look forward to elevating the visitor experience with our exceptional portfolio of brands."

BBG products are now available across the venue including hospitality, retail and Excel's forthcoming 25,000sqm expansion.

For more information visit [www.excel.london/visitor/food-drink](http://www.excel.london/visitor/food-drink)

- ENDS -

## NOTES TO EDITORS:

### About Excel London:

Excel London, part of ADNEC Group, first opened in November 2000, in an area of huge regeneration in London's historic Royal Docks. Almost 25 years later it has become one of Europe's largest and most successful event venues, hosting some 400 shows per year and welcoming around four million visitors from every corner of the globe.

From major medical congresses including the European Society of Cardiology, through to the World Travel Market trade show and the all-electric Formula E motorsport championship, Excel hosts an array of events all bringing communities and businesses together through the power of

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face-to-face. Indeed, events hosted at Excel generate around £4.5 billion in economic impact for London and support approximately 37,500 jobs throughout the events industry. Over recent years, Excel has seen significant investment by owners ADNEC Group in its facilities, and is currently embarking on an additional 25,000sqm expansion programme opening soon.

More recently, it has played host to an array of immersive experiences such as *Disney100: The Exhibition*, inspiration behind Excel's new Immerse LDN – a kilometre stretch of redeveloped waterfront becoming the London's newest entertainment district.

Excel also prides itself on championing sustainability and is certified carbon neutral – the first UK venue of its kind to achieve the international recognised PAS 2060 status – and has pledged a net zero target of 2050.

**Website:** [www.excel.london](http://www.excel.london)  
**Social media:** <https://linktr.ee/excellondon>

## Press Contacts:

Tom Phillips | PR & Communications Manager  
 E: [tomphillips@excel.london](mailto:tomphillips@excel.london) | M: +44(0) 7812 206260

## About Budweiser Brewing Group UK&I

Budweiser Brewing Group UK&I is the trading name of AB InBev UK Limited, a subsidiary of Anheuser-Busch InBev, a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on Mexico (MEXBOL: ABI) and South Africa (JSE: ANB) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). In the UK, Budweiser Brewing Group employs over 1,500 people in our three breweries in Magor, Samlesbury and Enfield, and in our local headquarters in Central London.

As a company, we dream big to create a future with more cheers. We are always looking to serve up new ways to meet life's moments, move our industry forward and make a meaningful impact in the world. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. We are proud to offer the UK's leading premium beer and cider brands, including global brands Budweiser®, Corona® and Stella Artois®; international brands Bud Light®, and Hoegaarden®; and local champions Bass® and Boddingtons®.

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