BROADSTAIRS FOOD Festival

Trade with us in 2027

Two festivals. 60,000+ visitors.
Kent's most loved food festival.

NEW FOR EASTER 2027
Now a four-day festival!

EASTER Fri 26 – Mon 29 March 2027

AUTUMN Fri 1 – Sun 3 October 2027

60,000+
visitors a year

7 days
of trading in 2027

96%
reached new customers

Trader information · Broadstairs seafront, Kent

broadstairsfoodfestival.org.uk

ABOUT THE FESTIVAL

A festival for everyone

Free to enter

Entry is free, so the festival draws big crowds of locals, day-trippers and holidaymakers.

Run by volunteers

We're a Community Interest Company run by volunteers, and any surplus goes back into the festival and the town.

Free events

Almost all of our events are free to attend, which keeps visitors on site for longer.

Our Easter 2027 line-up

Alongside up to 100 traders, Easter brings a full programme to keep the crowds coming.

NEW FOR EASTER

The Kitchen Theatre

Usually only part of our October festival, the Kitchen Theatre comes to Easter for the first time, with chef demonstrations, talks and tastings.

Children's activities

Activities for children in our Family Zone, bringing families in and keeping them on site for longer.

GET INVOLVED

Fancy doing a demo, talk or tasting?

It's a great way to show visitors what you do and send them straight to your stall. Let us know when you apply, or email **festivaldirector@broadstairsfoodfestival.org.uk**

Applied before? Please apply again

If you've applied in the past and not been offered a place, we'd still love to hear from you. We want to hear from as many Kent traders as possible, and Kentish businesses are given priority. Where pitches aren't filled by Kent traders, a proportion is available to traders from further afield.

THE FESTIVAL IN NUMBERS

Why traders come back

Free entry and a seafront setting bring big, curious crowds who come to taste, browse and buy.

60,000+
visitors across our two festivals

7 days
of trading in 2027: four at Easter, three in October

200
traders and producers a year, 100 at each festival

1¾ hours
average visit, and over a third come back on a second day

96%
of traders reached new customers

87%
saw repeat customers across the festival

88%
saw visitors from outside the area

78%
did as well as or better than at similar festivals

Figures from our 2026 trader and visitor surveys across the Easter and October festivals.

FROM OUR 2026 VISITOR SURVEYS

What visitors say

"It's the best food festival in Kent. Huge variety of vendors, someone new to try each year but firm favourites also there."

Visitor from elsewhere in Kent, Autumn 2026

"The buzz of it is absolutely fantastic! My favourite event in Thanet."

Local visitor, Easter 2026

"Such a variety of different stalls, loved seeing so many local businesses."

Visitor from elsewhere in Kent, Autumn 2026

"The vendors we spoke to were all super friendly and nice to chat to, which adds to the day too."

Local visitor, Easter 2026

"Variety of fantastic food and drink from all over the UK."

Local visitor, Easter 2026

"Great festival as always! Amazing volunteers and proud that we host this event in our town."

Local visitor, Autumn 2026

What visitors asked for more of

The most common requests in our 2026 visitor surveys. If this is you, we'd love to hear from you.

- Local and Kent producers
- Fresh fruit, veg, meat and fish
- Artisan bread and bakery
- Tasters and smaller portions
- Vegan, vegetarian and gluten-free
- New and unusual traders

£10

OUR ADVICE FOR HOT FOOD TRADERS

Visitors tell us many portions are too big. Where possible, they'd prefer smaller portions so they can try more food across the festival.

Traders with a key menu item at around £10 generally see the best overall sales, and tasters have been very successful where traders can offer them.

BEYOND THE SEAFRONT

Online and in the press

17,400+
followers: 10,000 on Facebook and 7,466 on Instagram

532,000
Instagram views in 90 days, reaching 43,900 accounts

356,000
Facebook views in 90 days, reaching 117,000 people

3,700
views of our "Who's there" trader page in 90 days

Who comes

Families, food lovers, local residents, day-trippers from London and the South East, and coastal holidaymakers.

70%
of our Instagram audience are women

79%
of our Instagram audience are aged 25–54

45%
of visitors come as couples

24%
come as families with children

AS SEEN IN

Coast magazine · The Week · VisitBritain · Kent Life · insideKENT · Produced in Kent · BBC Radio Kent · Academy FM · Isle Magazine · Brightside Publishing titles · Coach Operators UK

RATED BY OUR TRADERS

A festival that looks after you

99%
rated our event organisation excellent or very good

100%
rated stewarding and security excellent or very good

96%
rated our communication before the festival excellent or very good

43%
of our traders have traded with us six times or more

NEW FOR EASTER 2027

Now a four-day festival!

Friday 26 to Easter Monday 29 March 2027

An extra day

We're adding the bank holiday Monday, giving you four days of trading. We haven't raised our fees: Easter fees have only been increased by the additional day rate for the extra day.

Fewer pitches

We're slightly reducing the number of pitches for Easter.

A fresh layout

We're changing up the layout again, building on the changes made in 2026.

Two-day market stalls · £300 + VAT

A limited number of market stalls for two days. Request Fri/Sat or Sat/Sun; the days offered can't be guaranteed.

GET-IN
Thursday 25 March. Trailers will be invited to arrive earlier.

TRADING HOURS
Fri and Sat 10am–6pm
Sun and Mon 10am–5pm

GET-OUT
Monday 29 March, after trading closes.

APPLICATIONS

Apply to trade

EASTER 2027

Applications open now

Apply at broadstairsfoodfestival.org.uk

OCTOBER 2027

Applications open end of April 2027

Watch our website and socials

Each festival is applied for separately. A place at one doesn't guarantee a place at the other.

Pitch fees

All prices below are for Easter and exclusive of VAT

Pitch	Size	Easter fee
Hot food traders · four days		
Freestanding gazebo	3m × 3m	£735
Freestanding gazebo or trailer	3m × 4.5m	£1,100
Freestanding gazebo or trailer	3m × 6m	£1,465
Marquee and market stalls		
Produce, retail food and non-food, under marquee (four days)	3m × 4.2m	£600
Market stall, under marquee (two days)	3m × 4.2m	£300
Community emerging trader pitch (one day) For small local start-ups new to festivals. Local only	3m × 4.2m	£150 a day
On the Promenade · four days · not secure overnight, no power		
Promenade pitch	3m × 3m	£535
Promenade pitch	3m × 4.5m	£800
Promenade pitch	3m × 6m	£1,070
Promenade pitch	3m × 9m	£1,600

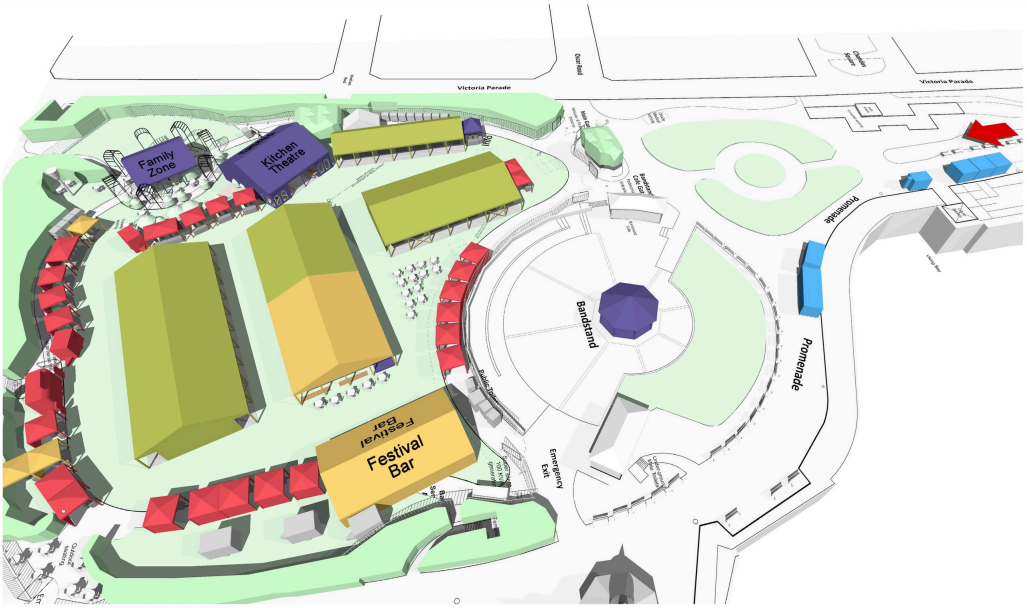
- **No fee increase:** Easter fees have only been increased by the additional day rate for the extra day. October fees will be published when applications open at the end of April 2027.
- **Security:** Victoria Gardens, the main festival footprint, is secured with gates and Heras fencing through build-up, the festival and breakdown, with a guard on duty overnight. Promenade pitches sit on the main thoroughfare, outside the secured area.
- **Electricity** is charged as an extra, and there is no power overnight.
- **Non-food retail** pitches are limited.
- **Emerging trader pitches** return after their Autumn 2026 success. Local only.

WHERE YOU'LL BE

Site map

Victoria Gardens is the main footprint of the festival site, with promenade pitches on the main thoroughfare alongside it.

Hot food traders · Marquee and market stalls · Covered seating · On the Promenade



Indicative layout for Easter 2027. Pitch positions may change.

Before you apply

- All applications go through our website only, at **broadstairsfoodfestival.org.uk/apply-to-exhibit**
- **Beware of scams.** We will only ever email you from festivaldirector@, info@ or finance@broadstairsfoodfestival.org.uk, and we never ask for payment by bank transfer. If you're unsure, please email us below to check.
- Have all your paperwork ready to upload when you apply, including insurance, food hygiene compliance documents and menus.
- **Tell us clearly what you will be selling.** We curate the festival from your application, so your offer can't be changed afterwards without our written consent.
- Please read our full trader terms and conditions at **broadstairsfoodfestival.org.uk/trader-tcs**

We'd love to hear from you

Katherine Wyatt, Festival Director

festivaldirector@broadstairsfoodfestival.org.uk