



25th February 2026, Shepton Mallet

sourceroadshow.co.uk

Bath & West Showground

PRESS RELEASE 25th February 2025

BEGINS:

New trade show brings food & drink businesses together in Somerset

Hale Events, the team behind popular and established regional trade events like The Source, and Expowest Cornwall, is launching a brand-new event in 2026. [The Source Roadshow](http://sourceroadshow.co.uk) will debut at the Bath & West Showground in Shepton Mallet on **Wednesday 25th February 2026**.

Initially taking place for one day only, with **100+ exhibitors**, this event offers food and drink businesses a dedicated space to connect, source products, and explore new opportunities. Despite Somerset's rich food and drink scene, businesses in the region haven't had a dedicated trade show—until now.

A year ahead of launch, stand space is filling fast, with confirmed exhibitors including Baboo Gelato, Barber's Farmhouse Cheesemakers, Dunstaple Farm Ltd, Matthew Clark, Purple Planet Packaging Ltd, Qtos Catering Equipment, R D Johns Foodservice Ltd, Sir Woofchester's, South West Food Group, South West Labels, The Real Olive Company, The Somerset Grill Co Ltd, Unox Uk, and Westcountry Fruit Sales Ltd.

From local artisans to suppliers serving food retail and hospitality, the mix of exhibitors will give buyers access to the latest products, equipment, and services to help them both stand out from their competition, and cash in on the latest innovations.

Easy to get to, the show is ideally placed for buyers from Somerset, Wiltshire, Dorset and beyond. With backing from Taste of the West and key media partners, the Source Roadshow promises to be a valuable date in the industry calendar.

Visiting this show is **free for trade buyers**, who can find out more at sourceroadshow.co.uk. For stand bookings, contact James Curtis or Paul Thomas at **01934 733433** or stands@hale-events.com. Media partnership opportunities are also available—contact Mike Anderson on **01934 733433**.

ENDS

Editors' Notes.

Hale Events are a team of professionals who organise specialist exhibitions and trade shows across the South West. Currently they organise [Giving & Living](#), [the Source trade show](#), [the Source Roadshow](#) and [Expowest Cornwall](#). They also deliver the bi-weekly South West hospitality & catering enewsletter, [Rise & Shine](#).

For more information about Hale Events or any of their shows, please contact Mike Anderson on 01934 733433 or mike.anderson@hale-events.com. Details about all their shows can be found at www.hale-events.com.

Hale Events Ltd., Premier House, Old Church Road
Axbridge. Somerset, BS26 2BQ
Tel: 01934 733433
Email: mail@hale-events.com