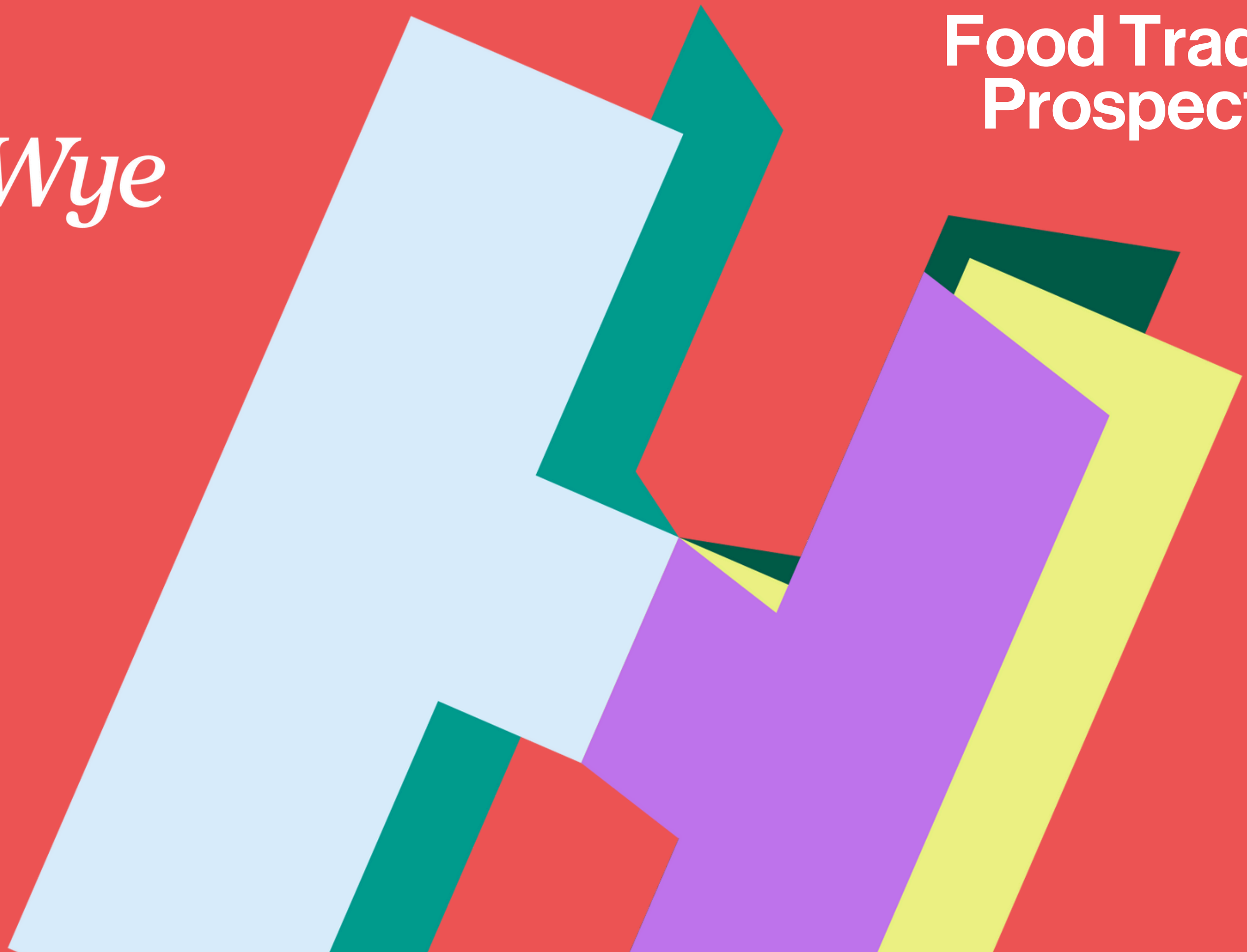


Hay Festival *Hay-on-Wye*

Food Trader
Prospectus

hayfestival.org





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Hay Festival Hay-on-Wye 21–31 May 2026

A world of different...

Hay Festival Hay-on-Wye brings together artists and culturally curious audiences to share new ideas, **21–31 May 2026**.

On the edge of the Bannau Brycheiniog National Park, our tented village offers a world of different experiences – talks, music, comedy, great food and drink, and the unexpected.

Launching the best new books, while offering insights and debate around significant global issues, our programme features award-winning writers, policy makers, pioneers and innovators from around the world.

And at night, the world's greatest performers take to the stage to offer a heady dose of entertainment and joy.

Why join us?

Feed our audience.

People from around the world travel to Hay Festival with more than 150,000 people visiting our free to enter Festival site.

Showcase your creations.

Food traders are a vital part of the Festival experience, providing our audiences an opportunity to try your delicious creations.

Be part of a quality experience.

Each year 12 of the very best festival food traders, tempt taste buds, and provide vegan, veggie and gluten free options ensuring there is something for everyone.

You're in safe hands.

Food traders are collectively located in our undercover Canteen. Long dining tables are regularly cleaned and rubbish is removed by our recycling team. You will be provided with a dedicated support team on hand to help you from install to derig.



BAR
FREE!
ER
AGGOTS
+ GRAVY
£7.50
£10

BAR
FREE!

VEGGIE VEGAN

Award 2017
Sustainable
Green Trader

TRIPLE-COOKED
ORGANIC
CHIPS
Squ

ORGANIC
FAIR TRADE
SOFT DRINKS
£2
ORGANIC
tea + coffee
£1.50

BANANA
FRITTERS
With Coconut &
Sticky Toffee Sauce
Gluten Free & Vegan
£5



FOOD ALLERGIES
and
INTOLERANCES
Please speak to our staff about the ingredients
in your meal, when making your order.
Thank you.

THE
FRITTER SHACK
VEGAN CRISPY
FRITTERS
Veg & Vegan mixed
veg fritters with
Jam + Tom. Relish £5
FRITTERS & DAHL
with a
Dahl. £6
with
selection £6
OF FRESH
£5
with home made
Jam + Tom. Relish

FRITTER SHACK

£1.50

Rate card

We ask for 20% commission from all food traders, calculated on net turnover, with a non-refundable minimum guarantee. This minimum guarantee is payable prior to the Festival and deducted from the total commission due at the end of the Festival.

The Canteen is our main covered dining area, but there are other limited opportunities in our family area, an outdoor space that typically closes earlier in the evening.

Power and additional plumbing is charged separately and items not provided that you will need to bring:

- Front of house marquee or unit structure
- Back of house equipment and structures, e.g. fridge unit, van storage facilities, etc.
- Decoration and signage, including detailed menu boards and allergy signage

Location	Size	Minimum guarantee	Included
Canteen	4m x 4m	£7,100 + VAT	<ul style="list-style-type: none">• Front of house pitch in large communal covered marquee structure containing seating, lighting, bar and coffee outlets• Back of house area – 5m x 10m, uncovered on grass• Access to your back of house area at each pitch• WiFi for up to 2 devices (extra can be booked at additional cost)• Access to a fresh water standpipe – if direct plumbing work is needed, extra charges will apply• Grey water waste removal• Daily parking (one vehicle)• Recycling and waste management throughout• Dedicated point of contact and guidance, plus production support• 24hr security• Listing on printed on-site banner• 60-word copy in the printed programme and online
	5m x 4m	£8,850 + VAT	
	6m x 4m	£10,660 + VAT	
	Bespoke	POA	
Family area	3m x 3m	£3,500 + VAT	<ul style="list-style-type: none">• Front of house pitch in the outdoor uncovered Family Area, with benches and coffee outlet• WiFi for up to 2 devices (extra can be booked at additional cost)• Access to a fresh water standpipe – if direct plumbing work is needed, extra charges will apply• Grey water waste removal• Daily parking (one vehicle)• Recycling and waste management throughout• Dedicated point of contact and guidance, plus production support• 24hr security• Listing on printed on-site banner• 60-word copy in the printed programme and online
	6m x 3m	£6,180 + VAT	
	Bespoke	POA	

Add-ons

	Cost	Notes
Power	To be confirmed with successful application	2026 prices TBC. 2025 prices were from £328 for a single 3kW domestic square pin socket to £2390 for a 63amp 3 phase round pin socket.
WiFi	To be confirmed with successful application	2026 prices TBC. 2025 prices were from £289 to £551, depending on requirements.
Water & plumbing	To be confirmed with successful application	1 x IBC waste unit (for basic daily use). Access to a standpipe – if direct plumbing work is needed, extra charges will apply.
Event sponsorship	Traders benefit from 50% off sponsorship rates	Includes complimentary front row tickets, credit on tickets, website, and online & print programme.
Print programme advert	Traders benefit from 25% off advertising rates	Available on ¼, ½ and full page ads. 40,000 brochures are produced and distributed nationwide.

Important information

The Festival is always working towards reducing its carbon footprint. With this in mind, we prefer suppliers who source higher welfare ingredients and ethical produce.

Each caterer must be able to provide vegan, vegetarian and gluten free options.

Each caterer must provide a child-friendly, lower priced option.

Main course dishes to be priced at circa £12–£17 each.

50% deposit due by 2 February.

Full balance due by 15 April.

What they say about us

“We love the Hay Festival crowds! It is always good for business and the team couldn’t be more helpful. Thank you.”
– Previous trader

“The Glastonbury of literary festivals.”
– The Guardian

“Always an excellent experience and a great atmosphere. Many thanks for having us.”
– Previous exhibitor

“Hay Festival democratizes inspiration.”
– New York Times

“Well done to all involved this year. We met so many wonderful people and re-connected with many valued customers and had a cracking time! Hope to be back!”
– Previous exhibitor

How to apply

Apply online [here](#) by 9 January 2025.

Successful applicants will be notified by 23 January and will be required to complete the booking form, pay deposit and sign contract by 2 February.



Get in touch

Booking and more information:
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Site and production queries:
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Hay Festival Foundation Ltd
Registered in England and Wales
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