



2027 Event Prospectus

Chilli Festival | Cheese Festival | Chilli Eating Competition | Live Music
Chilli Food Challenge | Cheese Sauce Competition | Cheese Taste Competition
Craft Stalls | Retail Stalls | Real Ale Bar | Cider Bar
Crazy Golf | Punch & Judy | Magic Shows | Fun Fair
PLUS MUCH MORE....



Christchurch – 22nd & 23rd May

(next to the Hurn Bridge Equestrian Centre, Hurn, Christchurch, Dorset, BH23 6AD)



Winchester – 5th & 6th June

(North Walls Recreation Ground, Devils Island, Gordon Road, Winchester, SO23 7EF)



Chichester – 19th & 20th June

(Oaklands Park, Broyle Rd, Chichester, PO19 6AP)



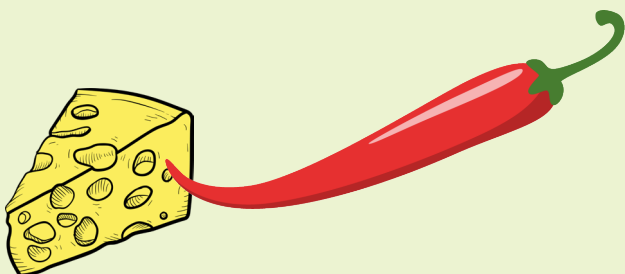
Guildford – 17th & 18th July

(Shalford Park, Shalford Road, Guildford, Surrey, GU4 8BL)



Salisbury – 7th & 8th August

(Hudson's Field, Salisbury, SP1 3SB)



Introduction

Welcome to the 2027 Cheese & Chilli Festival Prospectus. Our aim is simple: to create first-class family events that are fun, safe and affordable, while giving independent food, drink, craft and retail businesses a lively platform to meet thousands of customers.

33rd Management Ltd has been producing and managing festivals since 2014. The Cheese & Chilli Festivals have developed a loyal following across the South of England, with an emphasis on friendly organisation, strong entertainment and a relaxed atmosphere for visitors and traders alike.

**IN 2026, WE SAW
APPROXIMATELY
40,000 ATTEND-
EES ACROSS THE 5
EVENTS.**

THE FESTIVAL;

- * 2 Day Family Festival (Saturday & Sunday)
- * 10am - 6pm Saturday
- * 10am - 5pm Sunday
- * Daily schedule involving live music, chilli eating competitions, demonstration talks, real ale festival, cider bar, children's fun rides, inflatables, treasure hunts, punch & Judy, entertainers, arts & crafts, chilli challenges, taste

DEMOGRAPHICS

All FIVE areas are well populated.

CHRISTCHURCH:
31,372 residents

SALISBURY:
41,552 residents

WINCHESTER:
48,478 residents

CHICHESTER:
29,407 residents

GUILDFORD:
77,057 residents

MISSION STATEMENT;
**TO PROVIDE FIRST CLASS FAMILY EVENTS WHICH ARE
FUN, SAFE AND AFFORDABLE**





A FULL WEEKEND OF FOOD, FLAVOUR & FAMILY ENTERTAINMENT

- Chilli Festival
- Cheese Festival
- Real Ale Festival
- Cheese Tasting Competition
- Free Chilli Sauce Competition
- Arts & Craft Stalls
- Free Street Entertainment
- Cooking Demonstrations
- Retail Stalls
- Kids Fun Fair
- Free Crazy Golf
- Free Chilli Eating Competition
- Inflatables
- Live Music
- Free Magic Shows
- Face Painting

Each site has been chosen specifically for their reputation as well known event sites.



2027 Festival Locations

Christchurch

Hurn, Christchurch, Dorset

A well-established event in our calendar, drawing from Christchurch, Bournemouth, east Dorset and the New Forest. The coastal location gives the show a strong family and visitor market.

22nd & 23rd May

LOCAL POPULATION

31,372

Winchester

North Walls Recreation Ground, Winchester

A central Hampshire location close to Winchester city centre, with a strong local catchment and easy reach from surrounding towns across the county.

5th & 6th June

LOCAL POPULATION

48,478

Chichester

Oaklands Park, Chichester

A popular cathedral city setting close to the city centre. The festival attracts customers from Chichester and the wider West Sussex and South Downs area.

19th & 20th June

LOCAL POPULATION

29,407

Guildford

Shalford Park, Guildford

A strong Surrey location just south of Guildford town centre, offering access to a substantial local population and the wider Surrey catchment.

17th & 18th July

LOCAL POPULATION

77,000+

Salisbury

Hudson's Field, Salisbury

Brand new for 2027. Hudson's Field is a large open space north of Salisbury, below Old Sarum. It gives the festival a new Wiltshire catchment and a fresh audience for our traders.

7th & 8th August

LOCAL POPULATION

41,552



Population figures are based on Census 2021 town/city figures and are intended as a simple guide to the immediate local market.

New for 2027: Salisbury

A NEW CITY. A NEW AUDIENCE.

For the first time, the Cheese & Chilli Festival is coming to Salisbury – creating a new late-summer trading

WHY SALISBURY?

HUDSON'S FIELD IS A LARGE OPEN SPACE TO THE NORTH OF SALISBURY, IMMEDIATELY BELOW THE HISTORIC OLD SARUM SITE. THE VENUE IS ALREADY USED FOR SPORT, RECREATION AND COMMUNITY EVENTS AND PROVIDES THE SCALE NEEDED FOR A FULL CHEESE & CHILLI FESTIVAL.

A FRESH CATCHMENT

Salisbury gives the festival a new audience across south Wiltshire and the surrounding area.

AN EVENT-READY SPACE

A large grass site with established use for outdoor activity and events.

A STRONG AUGUST DATE

A late-summer weekend that extends the 2027 Cheese & Chilli season into August.

THE OPPORTUNITY FOR TRADERS

Be part of the very first Salisbury Cheese & Chilli Festival and help us establish a new annual event from





Why Trade With Us?

We want traders to feel part of the event, not simply like a pitch number.
We work hard to create a friendly, well-organised environment with sensible layouts,
space around pitches and support before and during the weekend.

5,000+

Target attendance at each event

ALL WEEKEND

Event security and organiser support

LOCAL + DIGITAL

Marketing in the build-up to each show

MEDIA

Local press, radio and promotional opportunities

SPACE

Carefully planned trader layouts and thoroughfares

ONLINE

Trader promotion through festival channels

READY TO JOIN US IN 2027?

Applications are open for Christchurch, Winchester, Chichester, Guildford and our brand-new Salisbury festival.

APPLICATIONS - WWW.EVENTSQUIRREL.CO.UK

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