



FINE Food Australia

2019 POST SHOW REPORT

Celebrating 35 years of being the largest and leading food trade event in the country



PLATINUM SPONSOR

freedom GROUP
Making food better FOODS LIMITED

9-12 SEPTEMBER 2019
ICC DARLING HARBOUR
SYDNEY

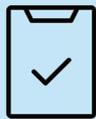

Audited Media
Association of Australia



All figures are independently audited

2019 in Numbers

HEADLINE STATS



24,116

Total
Visits



4HR 58min

Average
dwell time



1000+

Exhibitors from
35 countries



971

Visitors came from
over 55 countries



60%

of visitors have sole or joint
responsibility for purchases

"Amazing trade show - everything and everyone all under one roof. Be good to your business and go to Fine Food Australia. You won't regret it."

OWNER, BUBBLES TO A T

Who Our 24,000+ Visitors Are



32%

Food Creators

Exec Chefs, Head Chefs,
Chefs, Cooks, Patisserie, Baker etc



45%

**Owners /
Managers**



15%

**Sales / Marketing /
Operations**



8%

**Education &
Training**



88%

are quite likely or very likely to
purchase from an exhibitor

91%

said Fine Food Australia is
important to their business

89%

were satisfied with
the show

\$135,149

average spend per
visitor with exhibitors

"Fine Food Australia is the national showcase for all food related industries. I came away from my visit inspired and motivated to further expand my business horizons and work for everlasting quality. I noticed several of my industry colleagues on the day I visited, and all were equally impressed by this fantastic event."

OWNER, THORNTON WORLDWIDE



What Our Visitors Think



“Great show; so many options to choose from it really opened my eyes to what is out there.”

**CONFERENCE & EVENTS
COORDINATOR**
GUILDFORD LEAGUES CLUB

“We had a great day, found new suppliers and products for our two stores. We will be back.”

OWNER
FARMER BOB'S

“A great day to stay informed and be a part of the Culinary Industry.”

EXECUTIVE CHEF
THE ELANORA HOTEL



“Great place to network and see current market trends, talk to suppliers and source new products and services. Always worth going.”

FOODSERVICE MANAGER
CAMPBELLTOWN PRIVATE
HOSPITAL

“This is definitely a must see event, if you are looking at starting, already have or want to know how to improve your business, this has it all. Extremely impressed and will be back next year!”

OWNER
DAIREE

“A great show whether a new comer to the industry or a seasoned veteran, you WILL find something new and interesting.”

HEAD CHEF
PAYMASTERS RESTAURANT

“The 2019 Fine Food expo was one of the best Foodservice Events, there were so many amazing exhibitors and all categories covered neatly. Hands down the best Food Industry event I have been to, already looking forward to the 2020 event! Count me in!”

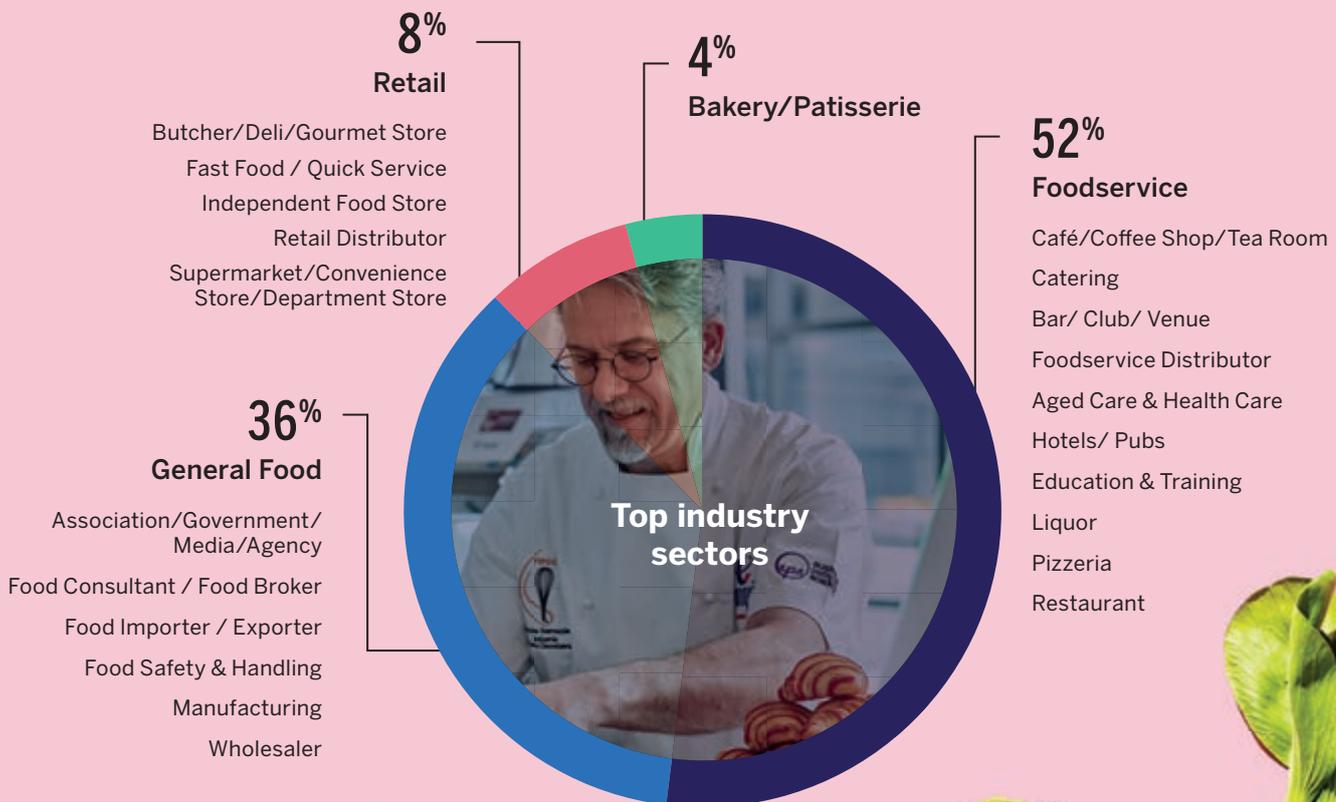
CEO
MICROMEALS

“I have been attending the trade fair for the past 10 years and have never once been disappointed or underwhelmed. The event is well organised, on point and time efficient. I would recommend to any employer to take the time and the relevant staff along to this event if you are serious about educating and nurturing your team for the future.”

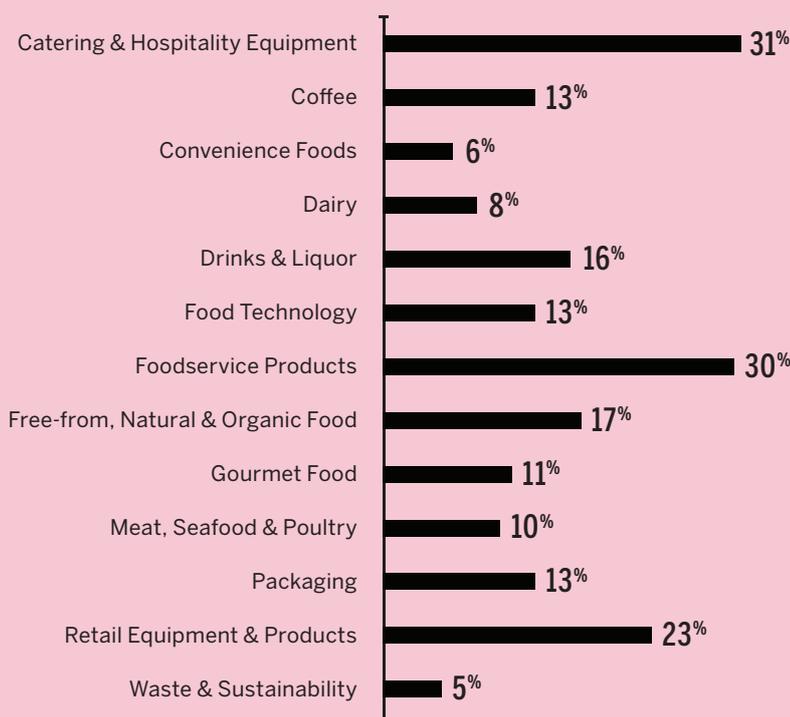
HEAD CHEF
CLUB SOUTHSIDE



Where They Come From



Product Areas of Interest



Top Visiting Companies

- > 7/11
- > Accor Hotels
- > Aldi
- > ALH Group
- > ANZ Stadium
- > Bidfood
- > Campbell Arnott's
- > Chin Chin Sydney
- > Club Mudgee
- > Chef's Hat
- > Coles
- > Compass Group
- > Costco
- > Crown Melb
- > Dnata Catering
- > Delaware North
- > Edgewater Dining
- > Gosford RSL
- > Hello Fresh
- > Hunter Valley Chocolate Co
- > Hungry Jacks
- > IGA
- > IKEA
- > I Love Dumplings
- > Mad Mex
- > Merivale
- > Park Hyatt
- > PwC
- > QT Restaurant
- > QTHC Restaurant
- > RACV Group
- > Rockpool Group
- > Sofitel Hotel
- > Star City
- > Woolworths

Highlights of 2019



FCSI Innovation Kitchens supported by NSW Government

A fully specified kitchen tailored to delight and inspire chefs of all cuisines, this feature focused on time and cost efficiency within a kitchen, with new products and techniques and was wildly popular amongst chefs and business owners.

2020 ASCA Central Region Coffee Championships

Packed out daily, the coffee championships were inspiring and educational for all baristas. We heard and saw examples of how to daily make your coffee THAT much better, and how to give you that edge over your competitors.

Talking Trends

Presented by NCR Silver and powered by Food Industry Foresight, this was the one stop shop for all national and international trends affecting the food industry. Not only did Sasha the robot delight visitors, but true business changing facts were shared.



Dining with Dignity: Advances in Texture Modified Foods

In its inaugural year, this conference was essential for those operating within the Aged Care market. Over a half day practical workshop, the latest laws on the essentials of International Dysphagia Diet Standardisation Initiative (IDDSI) and advances in texture modified foods were covered.

Supporting Partners included Loqui Speech Pathology, Comcater and Robot Coupe.

Talking Shop

Presented by Freedom Foods, industry icons tackled the real issues impacting restaurants and cafes - what trends are here to stay, how can your business adapt and how are others successfully operating? Our experts in their industry armed visitors with new ideas for their business.



Highlights of 2019



ACF Australian Culinary Challenge

This exciting competition attracted chefs, trainees and apprentices from around Australia. We watched on as they showcased their skills and competed against the clock - and each other.

Innovations in Patisserie

Presented by Callebaut with equipment by Van Rooy Machinery – visitors gained expert advice, learnt new techniques and were inspired by leading pastry chefs, bakers and chocolatiers as they demonstrated all things baking.

Mastering the Art supported by Euroquip

Featuring some of the best in the business, firsthand demonstrations were on display from everything chocolate, bakery and patisserie. It was how to 'master the art' and inspired and delighted with the likes of Willie's Cacao, Jessica Pedemont and the Australian team for The World Trophy of Pastry, Gelato & Chocolate.



Meet the Buyer: Woolworths

Under huge demand, this rare opportunity to secure one-to-one meetings with Woolworths Brand Managers and Product Developers was booked out weeks in advance. Those involved gained insights into consumer research, operations, marketing and the global trends and opportunities to grow their business.

Nestlé Golden Chef's Hat Award National Final

We watched on as young chefs competed in the national final of Australia's longest running culinary competition.

New Product and Export Ready Showcase

Highlighted as one of the best features on the show floor by visitors, the hottest products to hit the market in 2019 were on display for the export and Australian market.

Start-Up & Seeds & Development Zones

As you walked past this section of the floor, "That's such a great product!" was heard over and over again! Visitors loved seeing the latest products and businesses to open within the last 12 months.

The Official Great Aussie Pie & Sausage Roll Competition

Celebrating the perfect pie and sausage roll, visitors were enthralled with not only the amount of pies on one location, but the judging of what makes a perfect pie.



What Our 1,000+ Exhibitors Think



84%

satisfied or very satisfied with the quality of visitors



93%

consider Fine Food Australia important for their business



86%

were satisfied with meeting the right buyers



50

leads generated on average per exhibitor



“Our first time exhibiting at Fine Food 2019 and it exceeded all our expectations in leads generated and brand awareness. A great outcome for DJ&A!”

PETER THEOS
KEY ACCOUNT MANAGER -
NATIONAL & EXPORT ACCOUNTS
DJ&A PTY LTD

“Fine Food Australia is an excellent opportunity to put your food brand in front of a huge cross section of the industry whilst also giving you the opportunity to speak with alternative suppliers and similar businesses.”

MICHAEL HAYMAN
DIRECTOR
FENGLEHORN PTY LTD

“Fine Food Australia provides a great opportunity to showcase your products and services. We certainly benefited from exhibiting at Fine Food Australia and highly recommend it.”

ANDREW CHRISTIE
MANAGING DIRECTOR
SPM DRINK SYSTEMS AUSTRALIA



“Fine Food Australia is a great portal to present new products to key decision makers within the hospitality industry.”

EMMANUEL KASTANIAS
MANAGING DIRECTOR
TAKE IT ONCE

“Fine Food Australia brings together the industry’s best, including quality product and talented chefs.”

KIARA DIESTRO
EVENTS & MARKETING
MAYERS



Sponsors & Partners

PLATINUM PARTNER



SHOW FEATURE PARTNERS

INNOVATIONS IN PATISSERIE
STAGE SPONSOR



INNOVATIONS IN PATISSERIE
EQUIPMENT SPONSOR



TALKING SHOP
STAGE SPONSOR



FCSI INNOVATION KITCHENS
SUPPORTED BY



NCR TALKING TRENDS POWERED
BY FOOD INDUSTRY FORESIGHT



2020 ASCA CENTRAL REGION
COFFEE CHAMPIONSHIPS



MASTERING THE ART SPONSORS



SHOW PARTNERS



MEDIA PARTNERS





7-10 SEPTEMBER 2020
MELBOURNE CONVENTION
& EXHIBITION CENTRE

finefoodaustralia.com.au

Join Us Next Year

Speak to a member of the Find Food Australia team about exhibiting in 2020.

Minnie Constan
Event Director
+61 3 9261 4500

Jacqui Summerhill
Event Sales Manager
+61 3 9261 4533

Holly Burgess
Client Manager
+61 3 9261 4512

Jerrie Vise
Client Manager
+61 3 9261 4695

Malua Kamu
Client Manager
+61 3 9261 4585

"A very worthwhile event for those in hospitality from restaurants to hotels to food production. An exciting day out with lots to see, hear and taste. You can gain a lot of information from the suppliers and producers themselves and source products, food or equipment that's right for your business."

HOSPITALITY LECTURER, LE CORDON BLEU

Organised by

diversified
COMMUNICATIONS AUSTRALIA