



PLATINUM SPONSOR

**MILKLAB®**

**5-8 SEP 2022**

**MCEC**

**Melbourne**

# AUSTRALIA'S LEADING INDUSTRY DESTINATION FOR ALL THINGS FOOD.

CONNECT WITH TARGETED BUYERS AND  
ENHANCE YOUR EXPOSURE IN 2022



Exhibit >

Branding/Sponsorship >

Digital Opportunities >

Product Directory >



**diversified**  
COMMUNICATIONS AUSTRALIA



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# BE PART OF THE MOST IMPORTANT FOOD TRADE DESTINATION IN AUSTRALIA

Fine Food Australia is the nation's leading and largest brand dedicated to all things food – from foodservice, hospitality, manufacturing and retail to bakery – which brings with it decades of experience and proven results in matching quality trade buyers to suppliers.

Fine Food remains an unparalleled vehicle for connecting the industry – offering a suite of opportunities to ignite business conversations and innovation. Exhibit at an event, subscribe to the Fine Food Digital Product Directory or advertise in our digital communications (or all three!) With an extensive database of 85,000+ food professionals, Fine Food provides you with access to the largest pool of qualified, serious buyers.

## GET INVOLVED

[Visitors >](#)[Why Exhibit? >](#)[Why Sponsor? >](#)[Digital Opportunities >](#)[Product Directory >](#)

## MELBOURNE 2018 HIGHLIGHTS

25,956  
TOTAL VISITS

79% FROM VIC  
16.4% INTERSTATE  
4.6% INTERNATIONAL

90%

OF EXHIBITORS CONSIDER  
FINE FOOD AUSTRALIA  
IMPORTANT TO  
THEIR BUSINESS



*“Fine food is pivotal to our business strategy. It provides us with the perfect platform to launch new products and gain maximum exposure with a wide range of customer groups.”*

CATHERINE, PRIESTLEY'S GOURMET DELIGHTS



# ONSITE AUDIENCE

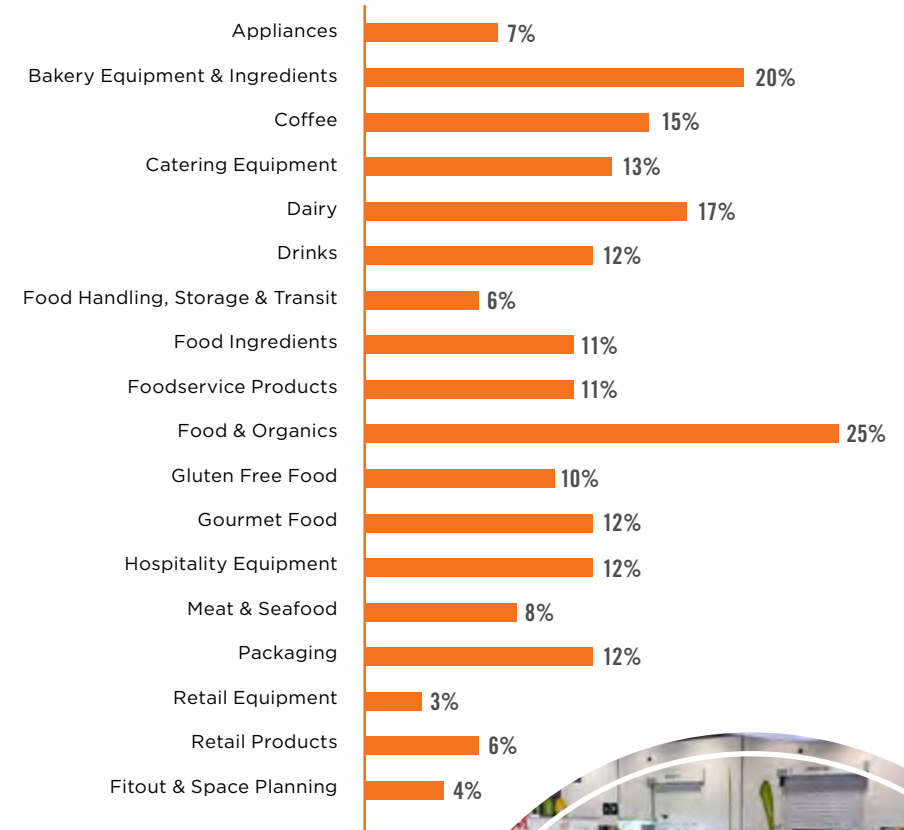
More than ever before, the quality of the visitors to Fine Food Australia is so important. The Fine Food team is fully committed to targeting and attracting the right buyers from the right businesses, through our extensive and proven industry reach, to ensure you get the highest ROI possible.



## WHAT THEY WANT TO SEE

### Product interest

All statistics taken from the most recent Melbourne event, 2018.



## TOP VISITING COMPANIES

Atlantic Group, Atlas, Coles, The Lucas Group, Costco, Alliance Catering, Zoos Victoria, St Vincents Health, IHG Hotels, The Carlton Hotel, Langham Hotel, Zonzo Estate, Woolworths, La Porchetta, Qantas & Qantas Link, Arbory Bar & Eatery, Deganis, Vue De Monde, Peter Rowland/Victoria Racing Club, David Jones, Van Haandel Group, Geelong Football Club, Crown Melbourne, Spotless Catering, Black Truffle Catering, Pizza Hut Australia.

Reach This Onsite Audience >



# ONLINE AUDIENCE

With a history of nearly four decades dedicated to servicing the food industry, Fine Food Australia has grown the largest loyal, qualified, and engaged audience in Australia and internationally.

Fine Food has become a digital nexus for those looking to promote their latest offerings and make their mark on the industry. Our digital content and Product Directory reflects industry innovation, developing trends and emerging brands.

Drive traffic, expand your brand and grow profits, 365 days a year via Fine Food's digital platforms, with opportunities including website, email, editorial and the Product Directory.

**85,000+** EDM database (including international)

**555,000+** Website Views per year

**91,000+** Website Users per year

**141,000+** Website sessions per year

**Our audience** (onsite & online) includes job titles like:



Owners/Managers  
/C-Level



Food Creators  
Exec Chefs, Head Chefs,  
Cooks, Bakers



Purchasing and  
Procurement



F&B and Catering  
Managers



Foodservice  
Professionals



Sales &  
Marketing



Education &  
Training



**They are serious buyers from sectors like:**

Reach this online audience >



- Bakery & Patisserie
- Institutional & High Volume
- Catering
- Wholesalers/Distributors
- Manufacturing
- Import/Export
- Restaurants/Venues
- Food Retail
- Aged Care & Health Care





# INDUSTRY REACH LIKE NO OTHER

2022 will bring The Ultimate Food Event!

If there was ever a time to exhibit at Fine Food, it's now. The industry is recovering and the current global challenges affecting the food scene present a strong opportunity to secure new business, as buyers source innovative products to meet changing consumer demands. You can't afford not to be there.

**60 QUALIFIED LEADS** ON AVERAGE PER EXHIBITOR

## WHAT OUR EXHIBITORS THINK



**92%**

SATISFIED OR VERY SATISFIED  
WITH THE QUALITY OF VISITORS



**90%**

CONSIDER FINE FOOD AUSTRALIA  
IMPORTANT FOR THEIR BUSINESS



**87%**

WERE SATISFIED WITH MEETING  
THE RIGHT BUYERS

## REASONS TO EXHIBIT



### Showcase your Newest Products

After a tough 2 years, buyers are hungry to find the latest solutions and products to bolster their business, meet changing consumer demands and allow their rebuilding journey to be as efficient as possible.



### Increase Brand Awareness

As a year-round industry hub and Australia's main stage for all things food, Fine Food is a uniquely effective platform to promote your products and services and be seen across a number of areas.



### Generate New Sales leads

Meet quality decision makers who haven't been able to source new suppliers and connect face-to-face. Demonstrate your products in person and talk through the benefits there and then.



### Be part of something bigger

Be there as the industry eagerly unites in Melbourne at a trade event for the first time in years. Align your brand with major bellwethers who won't miss exhibiting at Fine Food and be part the Ultimate event in 2022.



# EXHIBIT AT MELBOURNE 2022

Exhibiting at Fine Food Australia  
is more than just a stand....

Exhibit and gain the benefits of targeted  
industry exposure through:



**Trade and Media Partnerships:** Including Broadsheet, Baking Business, Hospitality Magazine, Retail World and more



**Email Campaign:** Targeted and segmented email campaign to tens of thousands of contacts



**Social Media Exposure:** 21,000+ Combined Social Media Community



**Publicity:** A professional PR agency focused on maximising audience reach



**Partners & Supporters:** Comms and information distributed through a network of industry associations and sponsors



**Telemarketing:** Speaking to hundreds of buyers a week!

## YOUR MARKETING INCLUSIONS

Our in-house marketing team are experienced marketers with the knowledge to maximise channels to reach a targeted audience of qualified buyers. Included as part of your stand package, your exhibitor marketing benefits further support your ROI of exhibiting.

Free tools for Exhibitors include:

- Digital visitor invites
- Social Media assets to share through your own channels
- Digital Banners & Email Signatures
- Bespoke options – speak to your Client Manager

### Online Exhibitor Profile

(during exhibition campaign only)

- Company Profile (Name, Logo & Stand Number)
- 50-word description
- Contact Information & Web Hyperlink
- Social Media links

### Online Exhibitor Product Guide

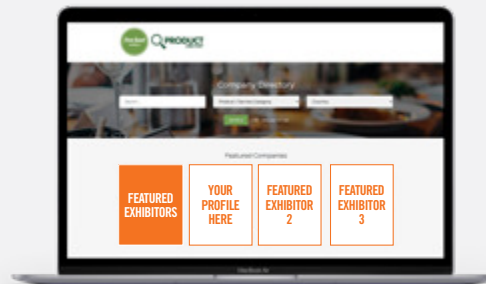
(during exhibition campaign only)

- Create product profiles that link back to your Exhibitor Directory Profile
- Product Categories index x 5
- Product Profile (50-word description & image) x 5

### Digital Event App

- Company Profile (Name, Logo & Stand number)
- 50-word description
- Contact Information & Web Hyperlink
- Social Media links

Maximise your pre show exposure with these add ons:

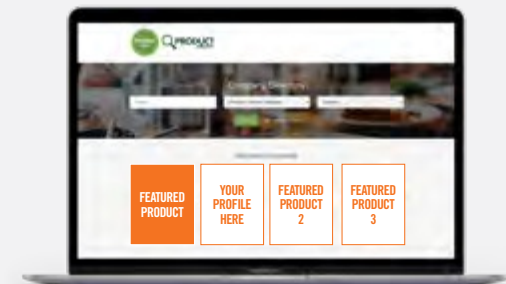


### Featured Exhibitor

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website, ensuring your company is the first visitors will see when browsing the page.

Maximum of 3.

**\$500** + GST



### Featured Product

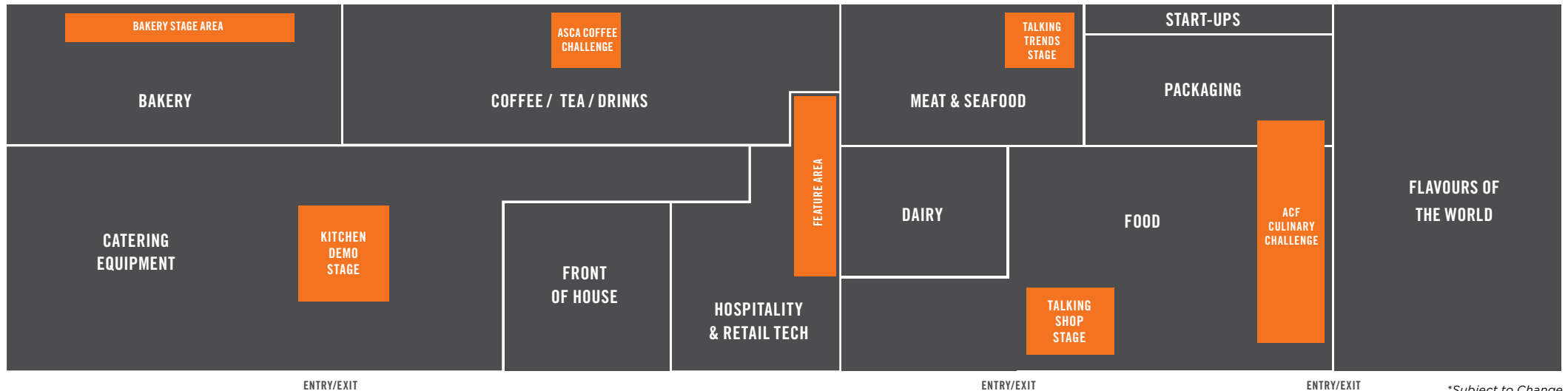
Maximise your exposure by featuring one of the products you will be showcasing at the expo, where it will be pinned and highlighted at the top of the directory page.(for 8 weeks prior to the event).

Maximum of 3.

**\$500** + GST

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# FLOORPLAN

[Get the most up to date floorplan](#)[Contact Us >](#)*\*Subject to Change*

## STAND RATES

MELBOURNE 2022	Space Only \$610 per m <sup>2</sup> + GST	Shell Scheme \$675 per m <sup>2</sup> + GST	Walk On Package \$745 per m <sup>2</sup> + GST
3 x 3 – 9M	\$6,080	\$6,665	\$7,295
6 x 3 – 18M	\$11,570	\$12,740	\$14,000
9 x 3 – 27M	\$17,060	\$18,815	\$20,705
6 x 6 – 36M	\$22,550	\$24,890	\$27,410
9 x 6 – 54M	\$33,530	\$37,040	\$40,820
12 x 6 – 72M	\$44,510	\$49,190	\$54,230

Please Note:

- Additional stand sizes are available
- Lead Scanner App usage limited per stand – speak to Fine Food team for further details
- Space Only is bare floor space, for custom built stands
- Shell Scheme packages include carpet, lighting, walling & stand fascia
- \$250 Premium Exposure cost for corner stand locations (p/ corner)
- All prices are in AUD & exclude GST

### Lead Capture Tool

Scan, qualify and track leads straight from a personal device on your stand, at no extra cost. Accelerate your sales with this easy-to-use lead capture system, included in your stand package. Leads can be instantly accessed via the app or exported at any time post event. You'll be able to rank and qualify your leads with custom questions so you can follow-up high priority prospects first.







# BRANDING OPPORTUNITIES

## Ultimate brand exposure at the most important industry event in Australia.

At Fine Food your brand will have maximum exposure to an even more dedicated and targeted market.

For the first time in history Fine Food will run twice in one year. Whether you exhibit at one show, both, or can't make it in person to a live event, stay connected from afar and put your brand at the forefront of buyer's minds pre, during and post show, by placing your logo on show features and printed marketing collateral.

JUMP TO

[Stage Sponsorships >](#)[Onsite Sponsorships >](#)[Product Directory >](#)[Digital Opportunities >](#)

## WHY BE A SPONSOR?



**ENHANCE YOUR PRESENCE** IN THE INDUSTRY AS IT DRIVES FORWARD POST COVID



**STAND OUT** AND BE SEEN IN A COMPETITIVE MARKET



**BUILD BRAND AWARENESS** AT THE FIRST EVENT OF THIS SCALE IN 2 YEARS!



**GAIN CREDIBILITY** THROUGH ASSOCIATION WITH THE PREMIER EVENT FOR THE INDUSTRY



**SHOW YOUR SUPPORT** FOR THE CHALLENGES THE INDUSTRY HAS FACED



**DISCOVER NEW BUSINESS** AND REGENERATE OLD RELATIONSHIPS



**INFORM ATTENDEES** ABOUT YOUR LATEST PRODUCTS AND SERVICES



**GAIN EXPOSURE** AS PART OF A TARGETED MARKETING CAMPAIGN





# PLATINUM SPONSOR

The Fine Food Australia Platinum Sponsor is recognised as the exclusive show partner, offering intimate brand association and providing maximum corporate branding throughout the pre-show marketing campaign and onsite.

## EXCLUSIVE OPPORTUNITY

**SOLD FOR 2022**





# STAGE & FEATURE SPONSORSHIPS

Each feature area at Fine Food Melbourne will host specific content relevant to different areas of expertise and interest, engaging with attendees in different ways.

Define the audience you're hoping to reach, what you're trying to achieve and contact our team to discuss which feature might suit your needs. Sponsorships will be tailored to your brand to ensure you get the most out of your involvement.

## STAGES & FEATURES AT FINE FOOD INCLUDE:

**SOLD**

### Talking Shop Stage

The Talking Shop Stage hosts a line-up of industry insiders sharing their experiences and knowledge across all areas of the industry, tackling the hurdles and opportunities in the business of food. A must-stop shop for business owners!

**SOLD**

### Innovation in Patisserie

Baking inspiration is covered at this stage, presenting expert advice and new techniques from leading pastry chefs through a series of masterclasses presented to the Fine Food audience.



### Artisan Bakery

The Artisan Bakery Stage will feature the very best in bakery equipment and skills. As consumers continue to increase their spend on premium, artisan baked goods, demonstrations will give our audience an opportunity to learn from the best - align your brand with the best in bakery.



### Demonstration Kitchen

The Demonstration Kitchen Stage will delve into Australian produce, ideas and provenance through interviews, culinary demonstrations, ingredient spotlights and industry workshops with farmers, artisans, and innovators.



### Talking Trends Stage

Supported by Food Industry Foresight and delivering a highly relevant series of educational panel discussions and keynote presentations on all the national trends shaping the food industry. This stage is a must attend for anyone looking to understand the key trends shaping the industry and for advice on reinvigorating their business for the future.

## ALL OPPORTUNITIES

**\$15,000**  
+GST

*Find details of Stage Sponsorship on the next page.*





# STAGE & FEATURE SPONSORSHIPS CONT...



## **Sponsorship inclusions across all stages and feature areas (examples but not limited to):**

- Sponsor logo & information to appear across Fine Food website including dedicated Stage agenda webpage
- Sponsor logo/name to appear where relevant across various pre-event advertising, such as:
  - Branding/Feature in eDM to fine Food audience pre-event
  - Naming Rights in all relevant PR
  - Relevant Digital Marketing Collateral
  - Social Media activity
  - Promotion Via Media Partners
- Opportunity to contribute editorial content to be hosted on the Fine Food website
- Exclusive pre-show digital advertising
- Sponsor logo to appear across prominent signage across event & feature area
- Feature in the official Fine Food Event App with opportunity to contribute content
- Sponsor verbally recognised during opening session, where applicable
- Opportunity to have company representatives involved in a panel/ presentation within the education or demonstration program
- Recognition of Sponsorship in Post Show Report





## ONSITE SPONSORSHIPS

## MORE BRANDING OPPORTUNITIES

## APP SPONSOR

Help attendees explore, connect, and plan their time at Fine Food, with exclusive sponsorship of the Official App. The App provides the vital information attendees need pre-event, onsite and post-event – including daily schedules, exhibitor profiles and education timetables.



*Event App image an example only. Official Fine Food App will be cobranded with Fine Food and Sponsor*

## Sample Inclusions:

- Sponsor logo & information to appear across Fine Food website
- Sponsor logo/name to appear where relevant across various pre-event advertising, like:
  - Email Communications logo wall
  - Branding/Feature in eDM to fine Food audience pre-event
  - Relevant Digital Marketing Collateral
  - Social Media activity
- Opportunity to contribute editorial content to be hosted on the Fine Food website

- Exclusive pre-show digital advertising
- Sponsor logo to appear across prominent signage at event
- Prominent in App branding – splash screen & banners
- Dedicated 'sponsor' in App posts during event
- Recognition of Sponsorship in Post Show Report

**\$15,000**  
+GST

## OFFICIAL WIFI SPONSOR

Maximum exposure across the event as the exclusive sponsor of the event WiFi. Both visitors and exhibitors take advantage of this vital onsite service.



## Sample Inclusions:

- Sponsor logo & information to appear across Fine Food website
- Exclusive pre-show digital advertising
- Sponsor logo/name to appear in various pre-event advertising where relevant to WiFi, like::
  - Email Communications logo wall
  - Branding/Feature in eDM to fine Food audience pre-event
  - Social Media
- Opportunity to contribute editorial content to be hosted on the Fine Food website
- Sponsor logo featured on dedicated WiFi login page
- Recognition of Sponsorship in Post Show Report

**\$10,000**  
+GST



## ONSITE SPONSORSHIPS

# MORE BRANDING OPPORTUNITIES

## FEATURE WORLD

Feature World sponsorship provides you exclusive branding on suspended overhead signage above a specific feature area on the show floor. It's a unique opportunity for high visibility, with your brand visible to every attendee at Fine Food.



### Choose From:

- Bakery
- Coffee, Tea, Drinks
- Dairy
- Food
- Packaging
- Hospitality & Retail Tech
- Front of House
- Catering Equipment
- Meat & Seafood
- Flavours of the World

**\$4,000**  
per world  
+GST

*\*Feature World names  
are subject to change*

## EXHIBITOR WASH AREA

Want attendees to associate your brand with back of house cleaning supplies? There are several visible and well used wash areas across the show floor that will see frequent use by exhibitors.



### Sample Inclusions:

- Sponsor logo & information to appear across Fine Food website
- Sponsor logo included on the official Fine Food floorplan
- Sponsor logo/branding featured on 4 x Exhibitor wash areas across the show floor
- Sponsor to supply cleaning product for use in the Wash Area spaces

**\$4,500**  
+GST



## ONSITE SPONSORSHIPS

# MORE BRANDING OPPORTUNITIES

## HAND SANITISING STATIONS

Have prominent branding on the official sanitising stations located across the show floor - at a COVIDsafe event, every attendee will be using these on multiple occasions.

### Sample Inclusions:

- Sponsor logo & information to appear across Fine Food website
- Sponsor logo/branding printed on 2-16 sanitising stations across the show floor



**\$1,000**  
for 2  
+GST

**\$6,000**  
for 16  
+GST

*Must be purchased in multiples of 2*

## BE SEEN FIRST PACKAGE

This enhanced marketing opportunity will see your brand stand out from your competitors, with increased exposure for your brand.

### What's Included?

- Front entrance: The event floorplan will be enlarged and utilised at each entry
- Directional Carpet Tiles: Your logo and stand location will feature on strategically placed show map carpet tiles throughout the concourse and show floor
- Event App: Your logo and stand location will be displayed prominently on the in App event floorplan
- Onsite Digital Advertising: Logo featured on 'Featured Exhibitors' 30 second video rotating on 4 screens across the show floor. Be seen minimum 70+ time per day of the event.



**\$3,500 ea**  
+GST

*Max 10 Available*



## ONSITE SPONSORSHIPS

# MORE BRANDING OPPORTUNITIES

## PRODUCT SHOWCASE

Let buyers find you easily. Get your new/rebranded products or export ready products noticed in these highly visible showcases. The Product Showcase is a major drawcard for visitors and press who are looking for the most exciting product launches and innovative ideas along with our visitors needing to know which products are ready for export.



### How it works?

- The displays will be highly visible, 40 X 40 X 40cm lit glass cabinets
- Located either on the venue concourse or on the exhibition floor
- Every showcase space will be displayed for the entire length of the Fine Food event
- Exhibitors are welcome to window dress their space
- Signage containing company name, stand number and indicating if your product is export ready will be provided to ensure your buyers can easily locate your exhibition stand on the show floor
- Mapguide: Your logo and stand location will be displayed prominently on the floorplan in the mapguide.

**\$250**  
per showcase  
+GST

## ONSITE DIGITAL SIGNAGE ADVERTISING

Located in prime locations around the exhibition floor, free standing digital screens capture the attention of key decision makers while they're in the purchasing frame of mind. Direct traffic towards your stand or advertise your product, brand, solution or specific message!

**\$2,000** ea  
+GST

*Max 9 Available*

### What's Included?

- Receive a rotating 30 second video advert slot on 4 screens across the show floor
- Content to be supplied by you (subject to approval)
- Potential to be seen a minimum of 70+ times per day during 4 day event

## VENUE SIGNAGE

There are various opportunities to advertise on MCEC owned signage across the concourse and show floor. Capture attention as attendees leave and arrive. [Speak to our team](#) about what options there might be available to get you ultimate exposure.





# YEAR ROUND PRODUCT DIRECTORY & DIGITAL OPPORTUNITIES

## Connect with the Industry Year Round

Expand your online presence and drive traffic straight to you 365 days a year. Engage and connect your brand with professionals from across the industry with an array of digital options with Fine Food Australia.

As the nations only platform dedicated to the entire industry, Fine Food extends beyond the yearly events to include:

- Product Directory: Australia's largest online B2B food directory
- Regular digital communications, industry news & advertising opportunities

## Active Social Campaigns Via:

[Website Opportunities >](#)[Editorial Opportunities >](#)[Product Directory >](#)[eDM Opportunities >](#)[Learn more about our online audience >](#)



# PRODUCT DIRECTORY

**The Fine Food Product Directory** is a year-round digital show room for your products.

Place your brand in front of food professionals with real buying power, today. The in-house Fine Food marketing team are experienced marketers who work to drive traffic and qualified buyers to the Product Directory. There is no better bang for buck available for this kind of advertising.

Simply profile your business and list your products. Buyers can search by free text or product categories.

↑ ROI

1x  
Investment =  
**365 Days of Advertising**

## Standard Subscription

List your business for 12 months. Upload up to six products, alongside your logo, a dedicated banner, contact details, links to your website and social media channels.

**\$1250** + GST per year



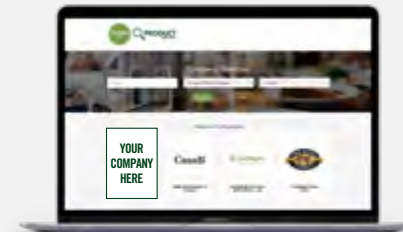
## Maximise your exposure with these add ons:



### Unlimited Product Spots

Show off more of your range and products by upgrading to include more on your profile beyond the six given to you with your subscription.

**\$500** + GST per year



### Premium Position Upgrade

Drive more traffic to your profile and be the first thing buyers see on the directory and have your profile pinned to the top of the directory home page.

Minimum booking 3 months.

**\$450** + GST per month



### eDM Product Directory Highlight Inclusion

Feature your product in one of our regular eDM blasts with your chosen imagery accompanied by a 30 word description targeted to your specific audience, driving traffic and enquiries to your profile. Limited to those with a product directory listing only.

**Max 6 advertisers per eDM.**

**\$500** + GST per product



# WEBSITE OPPORTUNITIES

## Banner Advertising

The Fine Food Australia website receives over 555,000 website views per year, offering year-round engagement and exposure to brands. Take advantage of this premium exposure to your target market, spark interest and create new conversations.

YEAR-ROUND OPPORTUNITIES!

### Exhibition Leaderboard Banner

For premium exposure, this leaderboard offers branding on the top visited pages of the Fine Food Australia Exhibition site section of the website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages throughout the exhibition section of the Fine Food Australia website.

**\$1,500** + GST per 3 months



### News & Directory Leaderboard Banner

Feature your brand in a leaderboard advertising spot over the home page and several inner pages across the News & Directory sections of the Fine Food Australia website. Maximum 3 advertisers, run of site.

**\$1,500** + GST per 3 months





# EDM OPPORTUNITIES

With over 85,000 contacts, Fine Food is a proven quality source of news and updates to food professionals. eDMs are a great option to expand your marketing reach outside your own contact list and connect with our highly qualified and engaged food industry audience.

Maxmise your impact with digital advertising through our email campaigns to our targeted and extensive database of buyers that matter.

**Have a Product Directory Subscription?**

Don't forget you can advertise your listing in a Fine Food eDM

[FIND OUT MORE](#)



## eDM Leaderboard Banner

Feature your leaderboard banner advertisement in one of our regular eDM blasts, linking back to your directory profile or preferred url.

Maximum 2 advertisers per issue.

**\$1,000** + GST per advertisement

## Solus eDM

Send your message without interruption to our Fine Food database via a dedicated eDM blast. Include your branding top and tailed in a Fine Food header and footer.

**BESPOKE AUDIENCE:** This opportunity includes the option to create a bespoke audience to send the eDM to through segmenting based on your brand's needs.

Maximum of 4 available per year  
(not available between Jan - March 22 & Jul - Sep 22).

**\$3,000** + GST per email.





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# EDITORIAL OPPORTUNITIES

Fine Food Australia's year-round platform is a hub of industry news, stories and features, with a loyal and engaged readership.

Reach this audience through our bespoke content and sponsorships, giving you the opportunity to share your brand, products, and unique story with engaged readers across the breadth of the food industry.

YEAR-ROUND OPPORTUNITIES!

## Bespoke Company Spotlight Article

Share your story or idea with us and we will work with our dedicated journalist to curate an article to truly highlight your brand. This article will be hosted on the Fine Food Australia News site, distributed through a scheduled eDM blast, and featured in a social post.

Maximum of 2 available per month.

**\$3,000** + GST per spotlight



## Sponsored Article Spot

Curate an editorial article highlighting your business and/or product to be distributed through a number of our digital channels. Your article will be hosted on the Fine Food Australia News site, distributed through a scheduled eDM blast, and featured in a social post.

Article to be supplied by sponsor subject to Fine Food Australia's editorial checks.

**\$2,000** + GST per spotlight



Maximise your investment with this upgrade:

## Trending Article Spot

Be the first thing website viewers see when they head to the News section on our website. Have your article pinned to the top of the News home page for maximum exposure.

Maximum of 4 articles per month. Limited to those who book Bespoke Company Spotlight or Sponsored Article Spot.

**\$500** + GST per month

All content to be provided by client



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**MILKLAB**

**5-8 SEP 2022**

**MCEC**

**Melbourne**

# CONTACT US

## AUSTRALIA'S LEADING DESTINATION FOR THE FOOD INDUSTRY

Talk to our team today and  
get ready to transform  
your business in 2022 with  
Fine Food Australia.

1300 DIVCOM (1300 348 266)

[finefood@divcom.net.au](mailto:finefood@divcom.net.au) >

[finefoodaustralia.com.au](http://finefoodaustralia.com.au) >



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