fine food AUSTRALIA

31 August–3 September
MCEC Melbourne

Post Show Report

From the first tasting to the last handshake, this is where the food industry comes alive.

Four days. Australia's chefs, buyers, operators and distributors, face to face with the products and suppliers shaping the year ahead.

That's Fine Food Australia.

23,003
Total Visitor Attendance
+8% VS 2025

893
Exhibitors
FROM 30+ COUNTRIES

1,739
International Visitors

36,970
Leads Captured



COUNTRY PARTNER

USA

RETURNING TO SYDNEY IN 2027

Our Visitors

Fine Food Australia is a curated space built for the people who move the foodservice and hospitality industry forward. Our visitor validation process now in its second year, keeps the show floor full of genuine buyers, operators and decision-makers, delivering the quality connections that make the four days count for visitors and exhibitors alike.



25% General Food

- Association/ Government/ Media/ Agency
- Consultant
- Food Broker
- Food Safety & Handling
- Industry Association
- Manufacturing
- Marketing/ Media

41% Foodservice & Hospitality

- Academic/ Training Institute
- Aged Care
- Bar
- Café/ Coffee Shop/ Tea Room
- Catering
- Childcare
- Club
- Education & Training
- Fast Food/ Quick Service
- Health Care
- Hotels & Accommodation
- Independent Takeaway
- Pizzeria
- Pub
- Restaurant
- Sandwich Shop
- Venue

6% Retail

- Butcher/ Deli/ Gourmet Store
- Convenience Store
- Department Store
- Independent Food Store/ Specialist Food Store
- Retail
- Supermarket

6% Bakery & Patisserie

22% Distribution, Wholesale, Import & Export

- Food Importer / Exporter
- Foodservice / Retail Distributor
- Liquor Distributor
- Liquor Importer / Exporter
- Wholesaler

Top Visiting Companies

- 7-Eleven
- Accor
- ALH Group
- Australian Venue Co
- Bakers Delight
- Bidfood
- Coles
- Compass Group
- Crown Resorts
- Delaware North
- dnata Catering
- Guzman y Gomez
- Hyatt
- KFC
- Merivale
- Metcash
- Nando's
- PFD Food Services
- Peter Rowland Group
- Qantas
- RACV
- Sushi Sushi

87%
of Visitors
were key decision makers for their business

To source
New suppliers, Products & Services
was the top visiting objective

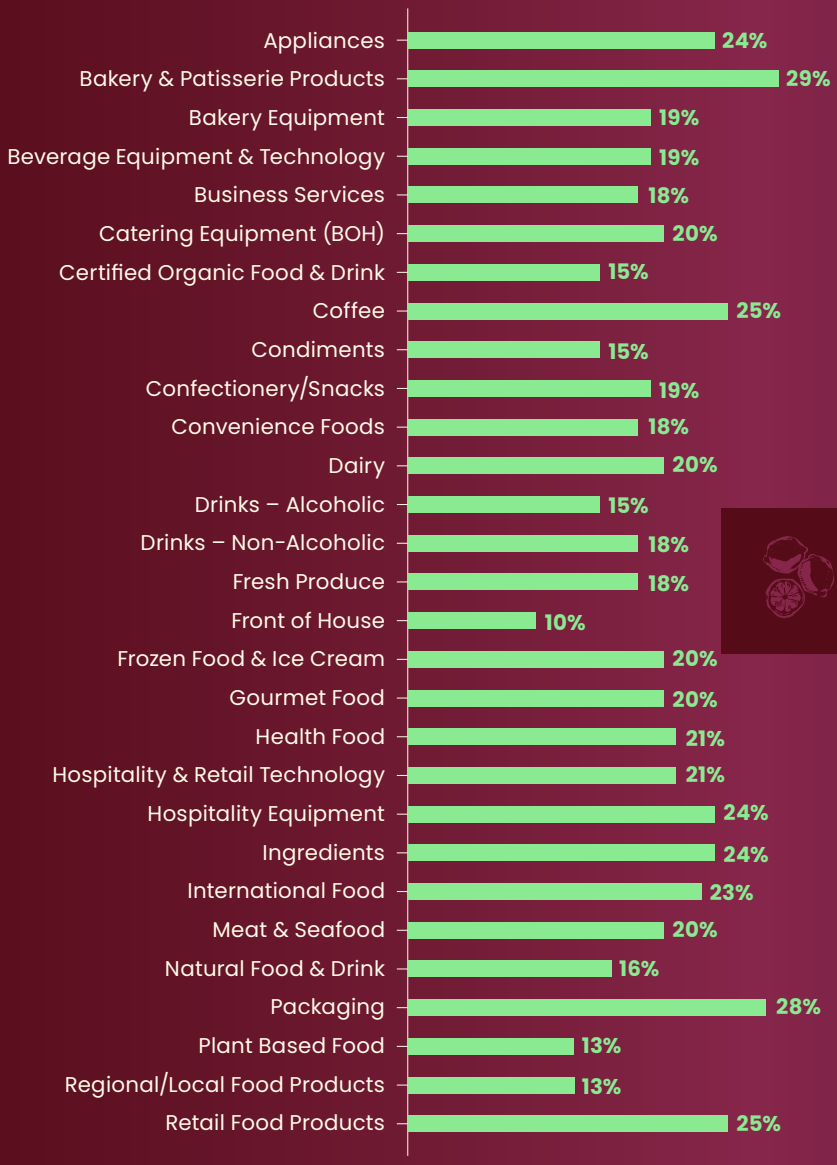


"I was in the creative zone all day, every idea I walked in with evolved to the next level while I was discovering new products."

FOOD AUSTRALIA 2026 VISITOR

Product Areas of Interest

This includes multiple selections per visitor



42%
of Visitors

spent a day or more at the show

+26% VS. 2025

Over 50%
of Visitors

held a senior job function

93%
of Visitors

say attending is important for their business



> " A must-see for anyone in hospitality, food retail or manufacturing, a fantastic chance to discover new products, connect with suppliers and see where the industry is heading."
>
> **FOOD AUSTRALIA 2026 VISITOR**

Our Exhibitors

> " Fine Food Australia is a fantastic platform to gain recognition for your products and showcase them to industry and trade professionals. It was an amazing and rewarding experience to be part of the event, and I'm incredibly proud that our small business had the opportunity to shine. I'm excited to see how the leads develop in the coming weeks and months."
>
> **MELISSA WASSILIEFF, THE ORIGINAL PASTIZZI CO**

As a result of exhibiting at Fine Food Australia 2026, exhibitors on average:

Captured **66 qualified leads**

$76,000 average value visitors intend on purchasing as a result of attending



95%
of Exhibitors
Consider Fine Food Australia important for their business



93%
of Exhibitors
met their objectives for exhibiting at the event



For the second year in a row

Increasing Brand & Product Awareness

Was the main objective of exhibiting at Fine Food Australia

71%
of Exhibitors
Plan to exhibit again in 2027



90%
of Exhibitors
were satisfied with the quality of attendees that visited their stand





The Australian Gelato Cup

A live showcase of Australia's best gelato makers

Six national finalists went scoop-to-scoop on the show floor, visitors tasted every flavour and voted for their favourite. It put frozen desserts in front of the buyers sourcing them, with one in five visitors interested in Frozen Food & Ice Cream. Champions May Quah & Apple Robles (Oh My Gelato) now take Australia to Sherbeth in Italy.



The Great Aussie Pie Competition

As featured on the front page of The New York Times

Australia's humble pie made the front page of The New York Times - in print, in New York City. In its 37th year, the competition had its biggest run yet: record entries, a wave of first-timers, and 1,800+ pies through the judges. Grand Champion: Orange Spot Bakery, Glenelg SA.

Moments from Melbourne



USA: Official Country Partner

Australia's foodservice industry meets American food culture

The United States joined as our first Official Country Partner, presented with the USDA. For Australian businesses, it meant more choice and new supply options, with American food, drink and ingredient producers on the floor and ready to talk trade. Visitors tasted the products, met the people behind them and explored new lines for their menus and shelves.



Find Your Way, Faster

Interactive floorplan & wayfinding

Visitors told us it was hard to find what they were looking for on such a big show floor, so we launched a new interactive floorplan on the app, the website and screens across the venue. Nearly 10,000 visitors used it to plan their visit and find exhibitors on the day, with more than 54,000 map views. Almost a third searched for specific products and brands, well above the average for similar events.

Marketing Highlights

(May-September 2026)

965K +28% VS. 2025
Website Visits

204.8K
Exhibitor Directory Visits

3.1M
Combined Organic Reach (Social)

684M
Total reach from PR activity

Followers

+11% COMBINED FOLLOWERS VS. 2025

18K **14.4K** **8.8K**

> " Food Australia was a fantastic opportunity to showcase our products, meet new contacts and reconnect with people we first met at last year's show. The quality and quantity of visitors were excellent, and the event was particularly valuable for strengthening relationships within the industry. "
>
> KELLY MITCHELL, KREENUTS

Featured in

The New York Times · 9NEWS · 10 · SBS · Time Out Melbourne · ABC

Thank you to our Sponsors & Partners

Country Partner

USA

> " Everything you ever wanted under one roof, from import to export, local and international foods, and networking to get your brand out there. Would definitely be back next year! "
>
> **SANDRA LEE, PURABON**

Major Partners

- Federal Hospitality Equipment — Registration Sponsor
- B&E Foods — Lanyard Sponsor
- Square — Talking Trends Stage Sponsor
- Wai-Ora — Official Hydration Sponsor
- tyro — Talking Tech & Business Stage Sponsor
- Creative Ingredients Est. 1994 — Artisanal Bakehouse Stage Sponsor
- SIMCO Catering Equipment — Culinary Kitchen Stage Sponsor

Industry Partners & Feature Partners

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Media Partners

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Next Event

6–9 September 2027
ICC Sydney

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RETURNING TO SYDNEY IN 2027