

3.3.2020 / 3930

The Leading Food Trade Event in Australia



7-10 SEPTEMBER 2020
MELBOURNE CONVENTION
& EXHIBITION CENTRE



The only externally audited food tradeshow in Australia.

START YOUR FINE FOOD AUSTRALIA JOURNEY IN 2020

Fine Food Australia is the only foodservice, hospitality, retail and bakery tradeshow in the country that offers you unparalleled brand share in this highly competitive market.

By exhibiting at Fine Food Australia, you are putting your business in the best possible position to capitalise on an industry valued at \$69 Billion.

Celebrating our 36th year – we are the nation's only established tradeshow dedicated to all things food, which brings along with this experience and real results in matching trade buyers to exhibitors.

With the largest pool of qualified trade professionals in one place over 4 days, **don't miss your chance to meet 25,956 buyers in Melbourne this year.**

"Fine Food Melbourne was a very successful event for us and was very well organised. The amount of leads we received from this show was one of the best in recent years. Thank you to the Diversified Team for organising such a successful show."

CATHERINE, ROBOT COUPE

1,000+
EXHIBITORS

25,956
VISITORS

74%
NEW QUALIFIED
BUYERS EACH
YEAR

60+
BUYERS FROM
OVER 60+
COUNTRIES

"We LOVED our stand position and had such an awesome response from the industry to Mr Yum. It was so well received and people were really blown away.

We had over a crazy amount of venue applications, including pub groups, multi-venue groups and international venues.

KERRY, MR YUM

I didn't get to walk the show as much as I wanted to, but there were lots of awesome exhibitors and we're now working on some great partnerships from meetings we had there. Congratulations to Fine Food on an awesome event and thanks so much for giving this little startup an opportunity and making it possible for us to be there."



MEET OUR 25,956 VISITORS

EVENT HIGHLIGHTS



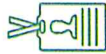
93%

of visitors said attending is important to their business



87%

of exhibitors were satisfied with meeting the right buyers



92%

of exhibitors were satisfied with the quality of visitors



89%

of visitors were likely or very likely to purchase from an exhibitor



60

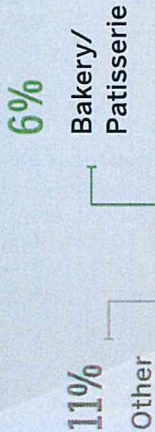
average number of sales leads generated per exhibitor



5 HR 44 MIN

average visiting time

WHERE THEY COME FROM



35%

General Food

Food Importer / Exporter
Manufacturing
Wholesaler
Consultant
Education & Training
Foodservice Distributor
Association/Government/Media/Agency

8%

Retail

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

40%

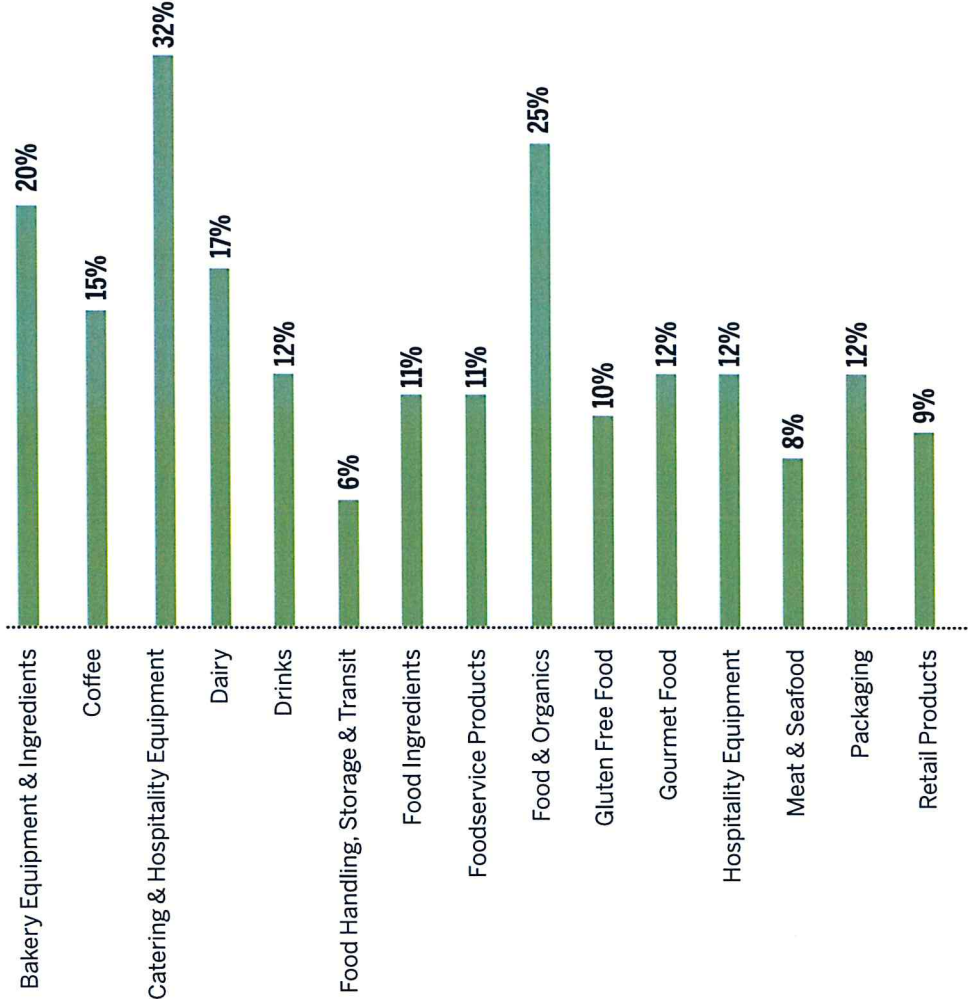
Foodservice

Foodservice & Hospitality
Restaurant
Café/Coffee Shop/Tea Room
Catering
Club/Bar/Venue
Hotel/Pub & Accommodation
Fast Food/Quick Service
Educational Facility/Canteen
Pizzeria
Health Care & Aged Care
Independent Takeaway

"Fine Food Australia has proven once again to be a true quality lead generator! The potential is incredible if you want to make it big in Australia."

RAFAEL, MARCEL'S

WHAT THEY WANT TO SEE



TOP VISITING COMPANIES

- » Aldi
- » ALH Group
- » Alliance Catering
- » Atlantic Group
- » Arbury Bar & Eatery
- » Atlas
- » Black Truffle Catering
- » Coles
- » Compass Group
- » Costco
- » Crown Melbourne
- » David Jones
- » Deganis
- » Geelong Football Club
- » IHG hotels
- » La Porchetta
- » Langham Hotel
- » Peter Rowland / Victoria Racing Club
- » Pizza Hut Australia
- » Spotless Catering
- » Qantas & Qantas Link
- » Sodexo
- » St Vincents Health
- » Terminus Hotel
- » The Carlton Hotel
- » The Lucas Group
- » Tiger Air
- » Van haandel group
- » Vue De Monde
- » Woolworths
- » Zoos Victoria
- » Zonzo Estate

"Fine Food is a wonderful opportunity to showcase my company to a wider market. The show is well respected and attracts high quality visitors from Australia and around the world. I've been exhibiting with them for many years and can say that Fine Food Australia has definitely helped my business and my brand to grow."

MEGAN
SWEET BY NATURE

EXHIBITING AT FINE FOOD AUSTRALIA

With a proven track record and independent auditing of audience numbers and quality, Fine Food Australia is the **largest and most established event for food businesses** to actively pursue new sales and generate strong leads.



RESEARCH SHOWS
THAT LIVE EVENTS ARE
MORE POWERFUL

2x

more powerful
than TV ads

3x

more effective
than print media

4x

more effective
than radio

"Each year we look forward to exhibiting at Fine Food Australia - it is a valuable part of our marketing strategy. Fine Food helps us stay up to date with the latest industry trends as well as connecting us with key decision makers in both the foodservice and retail sectors."

NATE, WELL AND GOOD



Meet decision makers
face to face

Stay ahead
of the competition

Demonstrate and
present your products

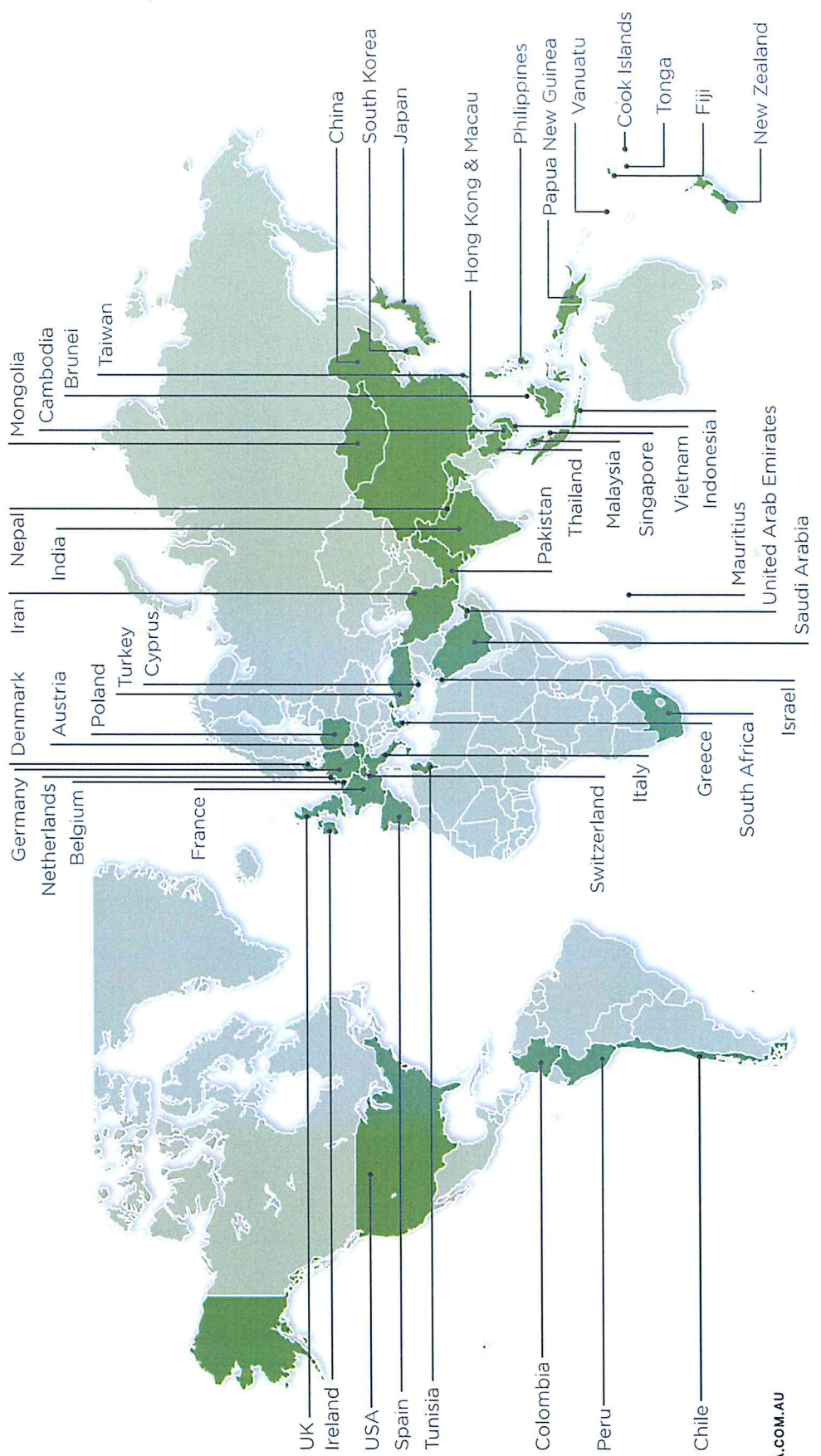
Discover
new business

Raise your
brand awareness

IMPORT & EXPORT

As the must attend event for international buyers sourcing products from the Asia Pacific region, each year the number of import and export sales generated at the show has increased. More than 1,000 international buyers from 60 countries from around the world attend the event.

It is estimated that in the 12 months post Fine Food Australia, over \$40 million in export orders have been generated as a direct result of participation in the event.



INDUSTRY REACH

Exhibiting at Fine Food Australia is more than just a stand. Our in-house marketing team are experienced event marketers with the knowledge to maximise channels to reach a targeted audience of qualified buyers.



FREE MARKETING TOOLS FOR EXHIBITORS

Promote your presence at the event with these additional free marketing tools:

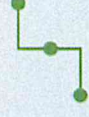
- » Printed and digital visitor invitations
- » Personalised email invitation to send to your database "Come see us at the show!"
- » Social media posts for your channels, and opportunities to provide us with content to share on our channels
- » Digital banners and email signatures

2020 MARKETING CAMPAIGN REACH



Direct Mail

- Acquisition, retention and conversion direct mail pieces are sent to 40,000 contacts
- Inserts into key publications



Partners & Supporters

- 50,000 invitations distributed through the networks of exhibitors, associations and media partners



Publicity

- Professional PR agency is engaged to maximise reach through editorial in trade journals and consumer publications



Digital Marketing

- Online advertisements on widely browsed industry sites



Email Campaign

- Sending over 35 emails to 100,000 contacts



Telemarketing

- Speaking to hundreds of people a week!



Secure trade media partnerships

- Broadsheet, Baking Business, Hospitality Magazine, Retail World, Intermedia NZ and more.

"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."

TRACIE, PRIESTLEY'S

NEW TO MELBOURNE

WE ARE BRINGING NEW FEATURES TO MELBOURNE, INCLUDING:



Talking Shop & Talking Trends Stages

Tackling all aspects of a food business, hear from industry experts on a wide array of topics including what trends are worth adopting, the role of digital in your venue and dietaries of the new world.



Australian Specialty Coffee Association Coffee Championships

Presenting the best in the business, watch on as baristas show how to make the perfect coffee in different time, dietary and pressure stakes.



Innovation Kitchens

A fully specified kitchen tailored to delight and inspire chefs of all cuisines, this feature focuses on new products and recipes cooked with time and cost efficiency in mind. This purpose built kitchen will be wildly popular amongst chefs and business owners alike.

AND INTRODUCING BRAND NEW ZONES TO FINE FOOD AUSTRALIA:

Incubator Village

Showing the hot new players, this little village will feature the newest products to market. If you have been trading for less than 5 years and never exhibited at Fine Food before, be introduced to buyers specifically looking for new products!

Artisan Market Place

The first of its kind tailored to both retail and foodservice buyers, this will be the go-to spot to find unique products and ingredients for chefs to create that next perfect dish. If this sounds like you – contact us now!

SPONSORS & PARTNERS

PLATINUM PARTNER



"Our first time at the Fine Food Show was a great experience. The level of attention to detail was outstanding and the quality of visitors to the show was great."

SIMA HANIMYAN
MARKETING MANAGER
MYPOS

SHOW PARTNERS



MEDIA PARTNERS



SHOW FEATURE PARTNERS

Innovations in Patisserie
Stage Sponsor



Innovations in Patisserie
equipment sponsor



Talking Shop
Stage Sponsor



FCSI Innovation Kitchens
supported by



Mastering the Art Sponsors



2020 ASCA Central Region
Coffee Championships

