fine food AUSTRALIA

Post Show Report

11 – 14 SEPTEMBER 2017

INTERNATIONAL CONVENTION CENTRE SYDNEY, DARLING HARBOUR

finefoodaustralia.com.au

Fine Food Australia is the industry's largest trade exhibition for the foodservice, hospitality and food retail industries. The 2017 event returned to Sydney's Darling Harbour at the newly built International Convention Centre.

HEADLINE STATS

23,762
TOTAL VISITOR ATTENDANCE
(+2% vs Sydney 2015)

1,091
INTERNATIONAL VISITORS
(+12.7% vs Sydney 2015)

2,850
INTERSTATE VISITORS
(+10.6% vs Sydney 2015)

7,210
EXHIBITING STAFF
(Not included in total visitor attendance)

1,000+
NUMBER OF EXHIBITORS

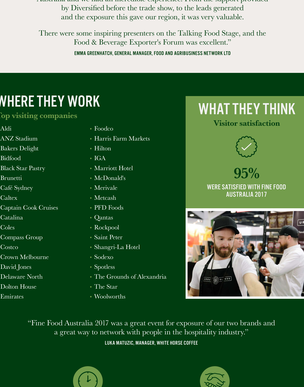
"Another fabulous show packed with great products, equipment and happy visitors – it was quite an event, especially with a whole new floor plan to deal with. It was satisfying to see the Talking Food Stage get such a great response!

I was honoured to contribute and learned a lot from all the different speakers and from some intensive investigating of all the stands. Thanks again for creating such a world class event."

KEN BURGIN, MANAGER, CONTENT SALES & MARKETING – SILVERCHEF

OUR VISITORS

WHERE THEY COME FROM



General Food: 47%	
Manufacturer	18%
Wholesaler	17%
Importer/Exporter	18%
Consultancy	7%
Distributor/Broker	6%
Association/Government/ Media/Agency	4%
Fabricator/Packaging/Food Safety & Handling	4%
Other	11%

Foodservice & Hospitality: 39%	
Restaurant	29%
Café/Coffee Shop/Tea Room	20%
Catering	13%
Club/Bar/Venue	11%
Fast Food/Quick Service	7%
Hotel/Motel/Accommodation	7%
Independent Takeaway/ Sandwich Shop/Pizzeria	4%
Educational Facility/Canteen	4%
Health Care/Aged Care/ Childcare	3%

Retail: 8%	
Independent Food Store/ Specialist Food Store	37%
Supermarket	36%
Butcher/Deli/Gourmet Store	14%
Convenience Store	10%
Liquor Store/Bottle Shop	3%

WHO THEY ARE

Top job functions

Owner / CEO / Managing Director / General Manager

Executive Chef / Head Chef / Sous Chef / Sopeditor / Chef De Partie

Consultant

Purchasing / Buyer

F&B / Catering Manager

"This was the first time the Sunshine Coast region exhibited at Fine Food Australia and we had an incredible experience. From the support provided by Diversified before the trade show, to the leads generated and the exposure this gave our region, it was very valuable.

There were some inspiring presenters on the Talking Food Stage, and the Food & Beverage Exporter's Forum was excellent."

EMMA GREENATCH, GENERAL MANAGER, FOOD AND AGRIBUSINESS NETWORK LTD

WHERE THEY WORK

Top visiting companies

- Aldi
- ANZ Stadium
- Bakers Delight
- Bidfood
- Black Star Pastry
- Brunetti
- Café Sydney
- Cafex
- Captain Cook Cruises
- Catalina
- Coles
- Compass Group
- Costco
- Crown Melbourne
- David Jones
- Delaware North
- Dobins House
- Emirates
- Foodco
- Harris Farm Markets
- Hilton
- IGA
- Marriott Hotel
- McDonald's
- Metvale
- Metcash
- PFD Foods
- Qantas
- Rockpool
- Saint Peter
- Shangri-La Hotel
- Sodexo
- Spudtea
- The Grounds of Alexandria
- The Star
- Woolworths

WHAT THEY THINK

Visitor satisfaction

95%
WERE SATISFIED WITH FINE FOOD AUSTRALIA 2017

"Fine Food Australia 2017 was a great event for exposure of our two brands and a great way to network with people in the hospitality industry."

LUKA MATUZIC, MANAGER, WHITE HORSE COFFEE

5 hrs 49 mins
AVERAGE TIME VISITORS SPENT AT FINE FOOD AUSTRALIA 2017

92%
OF VISITORS SAID FINE FOOD AUSTRALIA IS IMPORTANT TO THEIR BUSINESS

WHAT THEY WANT TO SEE

Product interest*

*Includes multiple responses

OUR EXHIBITORS

WHAT THEY THINK

Exhibitor satisfaction

94%
CONSIDER FINE FOOD AUSTRALIA IMPORTANT FOR THEIR BUSINESS

88%
WERE SATISFIED WITH THE QUALITY OF VISITORS TO THEIR STAND

87%
OF EXHIBITORS WERE SATISFIED WITH FINE FOOD AUSTRALIA 2017

70
LEADS GENERATED ON AVERAGE PER EXHIBITOR

86%
WERE SATISFIED WITH MEETING THE RIGHT BUYERS

All figures are CAB audited. Satisfaction levels are generated from the Fine Food Australia 2017 exhibitor and visitor survey results.

"As a start-up brand, we found Fine Food Australia to be an ideal way to launch our brand to the key industry decision makers. We found the experience invaluable and it has helped us to generate many leads and establish new networks."

VIVIAN ZUILO, CO-FOUNDER & DIRECTOR, ZUILO PTY LTD

2017 STAGE SPONSORS

Café Stage	Innovations in Patisserie Stage	Talking Food Stage
Real Dressing	CALLEBAUT	hospitalitycash

CONTACT US

Interested in exhibiting at Fine Food Australia 2018?
Get in touch with the team

fine food AUSTRALIA

Jacqui Summerhill
Event Sales Manager
03 9261 4533
jsummerhill@divcom.net.au

Cathie Harper
Event Sales Executive
03 9261 4585
charper@divcom.net.au

Joseph Maiava
Event Sales Executive
03 9261 4695
jmaiava@divcom.net.au