



11-14 September
ICC Sydney



Investment
NSW

STRATEGIC PARTNER

Post Show Report

HEADLINE STATS

26,054

Total Visitor
Attendance

853

Exhibitors

1,684

International
Visitors



“Fine Food Australia offers unparalleled networking opportunities, insightful sessions, and a vibrant atmosphere that fosters valuable connections. It has been instrumental in expanding my network and increasing brand awareness of my business. I highly recommend it to anyone looking to elevate their presence in the industry and connect with like-minded professionals.”

2023 ATTENDEE



All visitor figures are audited by Audited Media Association of Australia. Other statistics are generated from the Fine Food Australia 2023 post show surveys.

Our Visitors

“Fine Food Australia has once again been the premier food event for the hospitality industry. It has allowed our business to get direct contact with suppliers and manufacturers that will help our business grow.”

2023 ATTENDEE



General Food 19%

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

Distribution/Wholesale/ Import/Export 17%

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

Bakery/ Patisserie 7%

Industry Type



Foodservice & Hospitality 50%

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

Retail 7%

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

Top Visiting Objectives



To see new products and innovations



To keep up to date with market trends



To source new suppliers



To network amongst the industry



96% of Visitors

were satisfied with Fine Food Australia

Top Visiting Companies

- Applejack Hospitality
- Australian Turf Club
- Australian Venue Co.
- Bupa
- Clubs NSW
- Coles
- Compass Group
- Costco Wholesale
- Crown Sydney
- Dan Murphy's
- Emirates Leisure Retail
- Lucas Group
- Merivale Group
- Novotel
- Qantas
- The Star Entertainment Group
- Three Blue Ducks
- VenuesLive NSW
- Woolworths

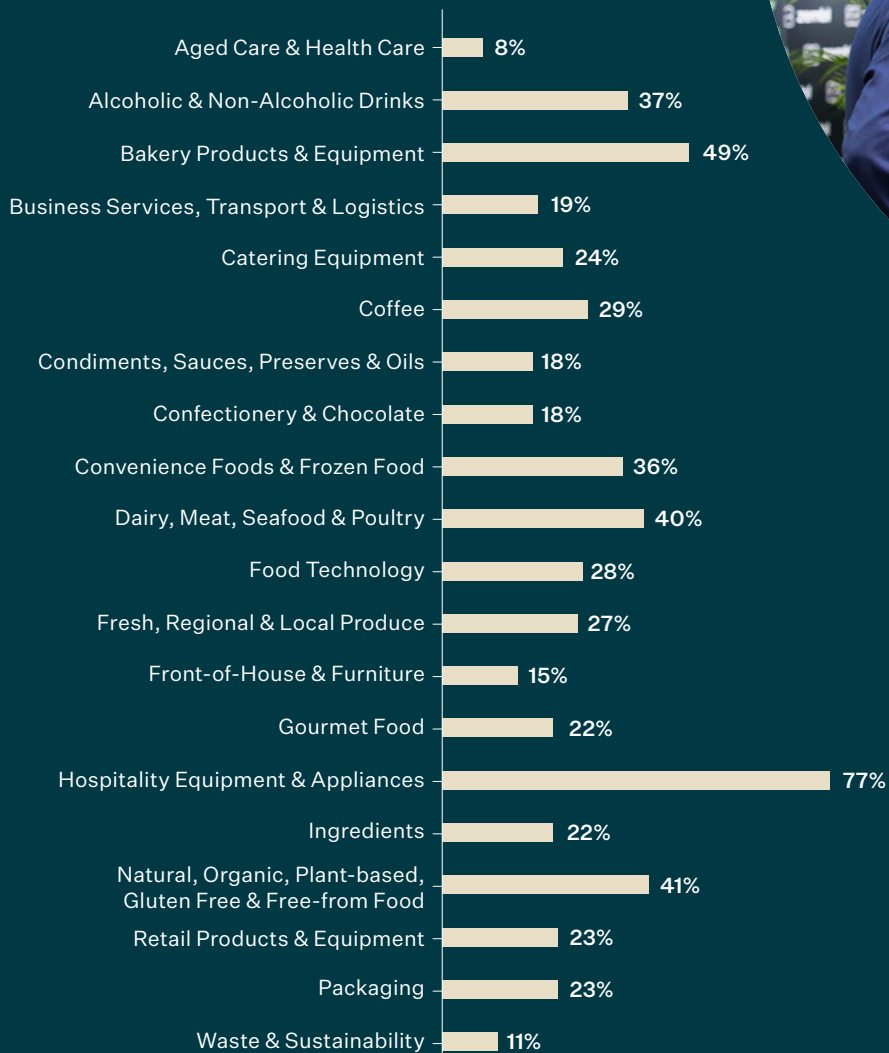


7/10 Visitors

are likely to purchase a product or service from an exhibitor

Product Areas of Interest

This includes multiple selections per visitor



95%
of Visitors

consider attending Fine Food
Australia important for
their business



85%
of Visitors

are likely to attend Fine Food
Australia 2024



5 HR 41 MIN

Average visitor dwell time
at Fine Food Australia

Top Job Functions



**Owner /
C-Suite / Director**
Proprietor, C-Level
Management, GM



Chefs
Executive Chef, Head Chef,
Sous Chef, Expediter Chef de
Partie, Chef or Cook, Pastry
Chef, Sommelier, Baker



Manager



Consultant



Operations



**Purchasing
& Buying**

"I was impressed not only by the sheer variety of products and services on display but also by the commitment to quality and innovation that the event promotes. It serves as a platform for emerging talent and established brands alike, fostering an environment of creativity and growth within the industry."

2023 ATTENDEE



Our Exhibitors

"What truly sets this year apart is the exceptional quality of customers we had the privilege of interacting with. It's not just about the quantity; it's about the meaningful connections we made with individuals who share our passion for the industry. These interactions have not only boosted our sales but have also given us valuable insights and feedback to continue improving our offerings."

2023 EXHIBITOR

As a result of exhibiting at Fine Food Australia 2023, exhibitors on average:

Captured
68 qualified leads



Expect to generate
\$720,886 in sales on average
as a result of exhibiting



96%
of Exhibitors

feel that Fine Food Australia
is important to their business



92%
of Exhibitors

feel they met their
objectives for exhibiting
at Fine Food Australia



**Increasing
Brand & Product
Awareness**

was the main objective for
exhibitors at Fine Food Australia



90%
of Exhibitors

were satisfied they met
the right buyers



71%
of Visitors

are likely to purchase from an
exhibitor as a result of meeting them
at Fine Food Australia



Sponsors & Partners

"Fine Food Australia was a great platform for us to introduce Mannabrew, our new superfood espresso to Australia. The number and quality of visitors to our stand exceeded our expectations and gave us more quality leads than we expected. Time will tell as post-exhibition sales pick up but I think this was a great investment."

2023 EXHIBITOR

PLATINUM SPONSOR

MILKLAB®

STRATEGIC PARTNER



MAJOR SPONSORS



Mayers Innovation in Patisserie

The Source Kitchen

Talking Tech

SPONSORS



FEATURE & INDUSTRY PARTNERS



NEXT EVENT

2-5 SEP 2024

Melbourne Convention & Exhibition Centre

Contact Us

finefood@divcom.net.au

1300 DIVCOM (1300 348 266)

finefoodaustralia.com.au/exhibit

@finefoodexpo

@Fine Food Australia

@Fine Food Australia

