

Show Report

Fine Food & Hotel Australia



7-10 September 2009
Sydney Convention & Exhibition Centre

Introduction

Fine Food Australia was successfully staged in conjunction with Hotel Australia at the Sydney Convention & Exhibition Centre from 7-10 September 2009.

Fine Food Australia featured the latest food and beverage products from Australia and around the world. Hotel Australia featured the latest equipment for hotels, motels and restaurants.

Together these shows occupied the entire exhibition centre. The overall event was judged an outstanding success by both exhibitors and visitors. Highlights include:

- 1 1,101 exhibitors from 27 countries
- 2 25,381 buyers (CAB Audited)
- 3 4,259 interstate visitors
- 4 1,233 international visitors from 46 countries
- 5 Strong representation from retail, foodservice and hospitality sectors
- 6 Widespread media recognition

As organisers of these events Diversified Exhibitions Australia has a commitment to bring buyers and sellers together in a professional environment that generates business. To measure the success of each show Diversified Exhibitions Australia commissions a survey of visitors and exhibitors and presents the results in this show report. Our research enables us to monitor the audience quality generated by our promotional campaign.

Source

The statistics for this report were sourced from visitor registration forms and a visitor survey conducted by Info Salons Australia. Visitor data was analysed by the Circulations Audit Board (CAB). The exhibitor survey was conducted by Diversified Exhibitions Australia. Extracts from all sources are available on request to support quoted statements and statistics.



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Exhibition Profile

Fine Food Australia is an international trade exhibition for the retail, foodservice and hospitality industries. It is staged in conjunction with Hotel Australia. These events run annually and alternate between Sydney and Melbourne.

Venue

Sydney Convention & Exhibition Centre
Darling Harbour, Sydney

Dates

7-10 September 2009

Hours

Monday 10am – 5pm, Tuesday 12pm – 9pm,
Wednesday 10am – 5pm, Thursday 10am – 5pm

Cost

Space Only stands AUD\$420 per m²
Shell Scheme stands AUD\$470 per m²

Gross Area

All six halls of Darling Harbour
(27,500 square metres gross)

Exhibitors

Total 1,101. Comprising food, drink and equipment suppliers from Australia and 27 other countries. Group stands from Austria, Belgium, Brazil, China, Cyprus, Flanders, France, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, New South Wales, New Zealand, Sri Lanka, South Australia, Spain, Taiwan, Tasmania, Thailand, USA, Victoria and Western Australia.

Visitors

Total 25,381. Comprising retail, foodservice and hospitality buyers from Australia and 46 other countries.

Admission

Restricted to persons in the food, drink and equipment trade. Persons not in these categories including children were not admitted. Admission was \$30 with an extensive mailing of invitations to register for industry buyers.



Special Show Features

Australian Culinary Challenge

This major industry event attracted top chefs from around the country. They competed in seven live kitchens, an apprentice challenge as well as static displays. Organised by the Australian Culinary Federation (NSW) with major sponsors Fonterra, Meat & Livestock Australia and Moffat. Overall champions were Z EVENTS. Daniel Hurley from The Royal Canberra Golf Course won Most Outstanding Chef.

On the last day of competition the kitchens took on an international flavour with the Global Chef Competition for the Pacific Rim. Chefs from Australia, New Zealand, Fiji and Vanuatu pitted their cooking skills against each other preparing a four course meal for twelve covers. Ross Howell and his assistant Angela Brown from Queensland, Australia won the title and will now represent our region in the finals in Santiago Chile (during the WACS congress) in January 2010.

Bakeskills

This national apprentice baking competition ran within the show. The Bakeskills Australia overall champion team were New South Wales. The Encouragement Award Cups went to: Talina Thomas – Mt Coolum Hot Bread, Qld and Paul Merenda – Perry's Bakery, SA.

Best New Product Awards

Best new Retail product:

Foods (Pacific) Ltd – A Taste of India range &
Rubens Fine Foods – Rubens Fine Food Sandwich Fillers

Best new Retail equipment product:

Wedderburn – Graef Slicer Range

Best new Foodservice product:

Lotus & Ming Fine Foods – Spicy Salmon Sui Mei

Best new Hospitality products:

Nutrifaster Food Service Equipment
– Desmon Modular Refrigeration System

Australia won the Global Chefs Competition and will now represent our region at the finals to be held in Santiago Chile in 2010

Special Show Features

(Continued)

Best Stand Awards

Best shell scheme stand Hotel Australia:

Andale Hotel Services

Best shell scheme stand Fine Food Australia:

Rowies Cakes

Best group stand: Tasmania

Best custom stand Hotel Australia: Hospitality Depot

Best custom stand Fine Food: Brookfarm

Dairy Farmers Best of the Best National Pizza Challenge

The event was staged on the show floor. Each state finalist competed for the national title. The overall winner was Damon de Ruiter – 40s Café, Angaston (SA). Damon will travel to Las Vegas to compete in the World Championship in 2010.

Exhibitor Awards Presentation and Cocktail Party

An exhibitor awards and cocktail reception was held in the Sydney Convention and Exhibition Centre, Parkside Auditorium on Monday evening with 500 attendees. Best stand and new product awards were presented.

Fine Food continues to be the definitive event for the foodservice, retail and hospitality industries

Great Aussie Meat Pie Competition

Pie makers came from all over the country to compete for medals in the Official Great Aussie Meat Pie Competition. Overall winner in the Gourmet Pie section was La Bakehouse Café, Penrith, NSW (Steak, Bacon & Cheese). Winner of the Plain Pie Competition was Mick's Bakehouse, Wagga Wagga, NSW

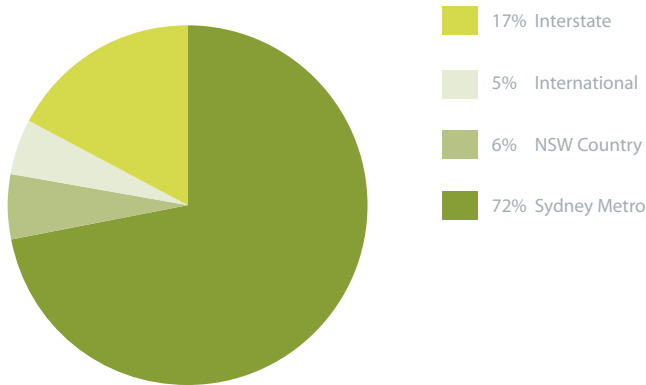
Product Worlds

To help buyers find areas of interest quickly and easily, the exhibition was split into a number of special product areas. These included Bakery, Catering Equipment, Confectionery, Dairy, Drinks, Gluten Free, Hospitality Equipment, Meat & Seafood, Natural Products, Packaging and Retail Equipment.



Visitor Analysis

A total of 25,381 buyers attended the exhibition over the four days. There was strong support from local visitors and significant attendance from interstate and international buyers.



NSW

Sydney Metro	18,011
NSW Country	1,522
Total	19,889

Interstate

Victoria	1,814
South Australia	362
Western Australia	407
Tasmania	199
Queensland	1,187
ACT / NT	290
Total	4,259

International

1,233

International Representation

Armenia	Fiji	Kiribati	Netherlands	South Africa	United
Austria	France	Korea (South)	New Zealand	Spain	Kingdom
Bangladesh	Germany	Malaysia	Papua New	Sri Lanka	USA
Belgium	Greece	Maldives	Guinea	Switzerland	Vanuatu
Brazil	Hong Kong	Mexico	Philippines	Taiwan	Vietnam
Brunei	India	Myanmar	Qatar	Thailand	
China	Indonesia	Maldives Rep	Samoa	Turkey	
Cyprus	Italy	New Caledonia	(Western)	United Arab	
Czech Republic	Japan	Nepal	Singapore	Emirates	

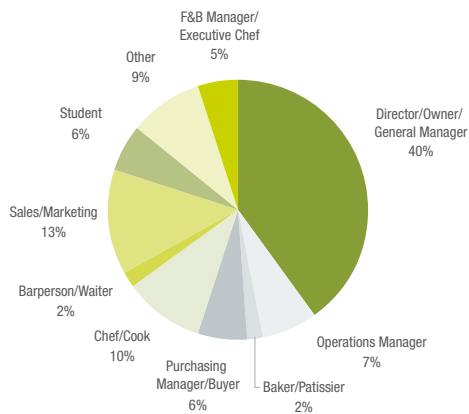
25,381 buyers from Australia and 46 other countries attended Fine Food over the 4 days

Visitor Analysis

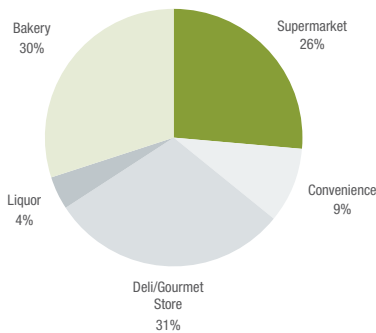
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Buyers came from a broad range of industry sectors. For statistical purposes these have been divided into retail, hospitality and general categories. Results indicate a good balance between industry categories. Restaurants remain the largest category with 3,162 buyers attending followed closely by wholesalers and distributors with 3,064 attending. Our survey also indicates that 60% of visitors come back each year.

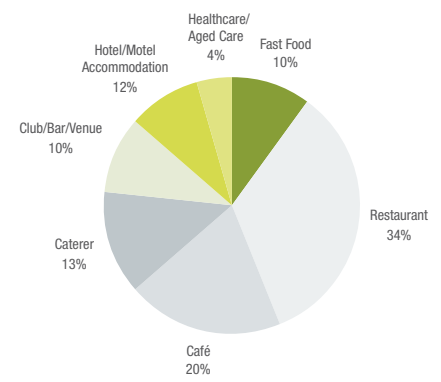
Job Function



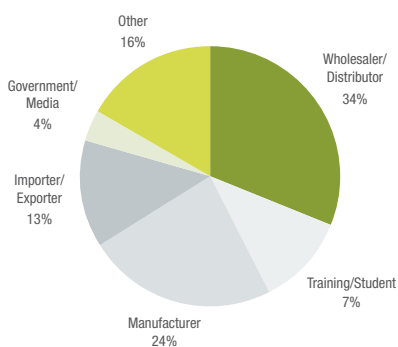
Retail – 2,850 visitors



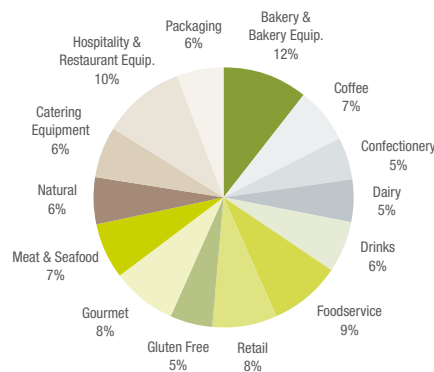
Hospitality – 9,339 visitors



General – 9,840 visitors



Areas of Interest

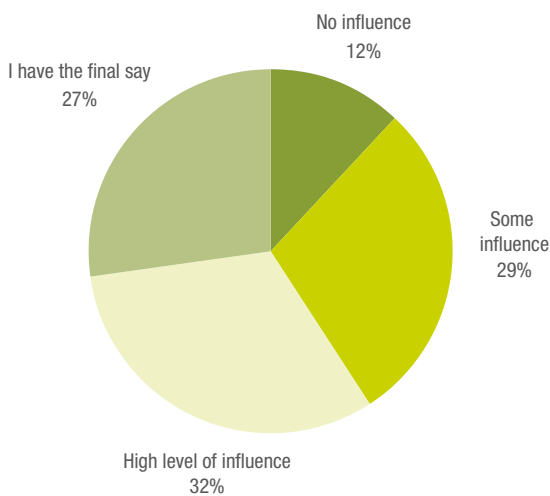


Restaurants remain the largest category of visitors followed closely by wholesalers & distributors

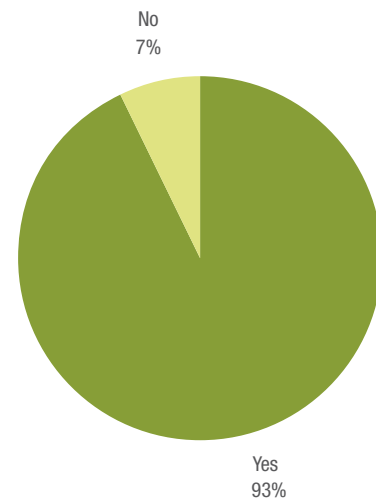
Visitor Analysis

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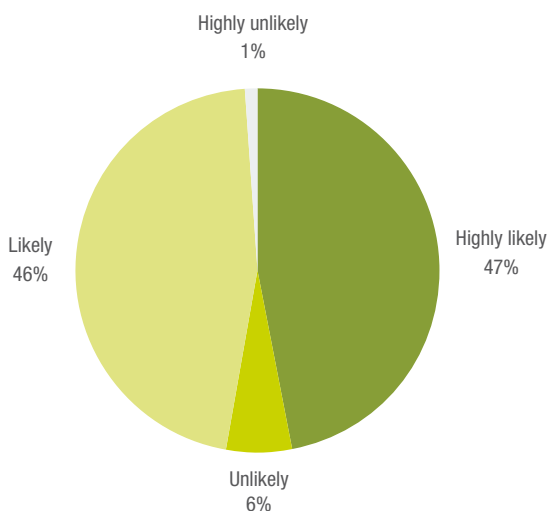
Level of Purchase Influence: 87% of visitors said they have some influence in the purchase of products for their business



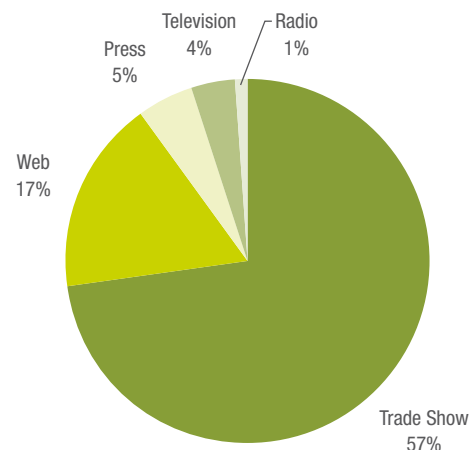
New Products: 93% of visitors said they discovered new products of commercial interest at the exhibition



Recommending Purchase: 92% of visitors said they were likely or highly likely to purchase products seen at the show



Source of Information: 73% of visitors said trade shows are the most credible source of information for purchasing products and services

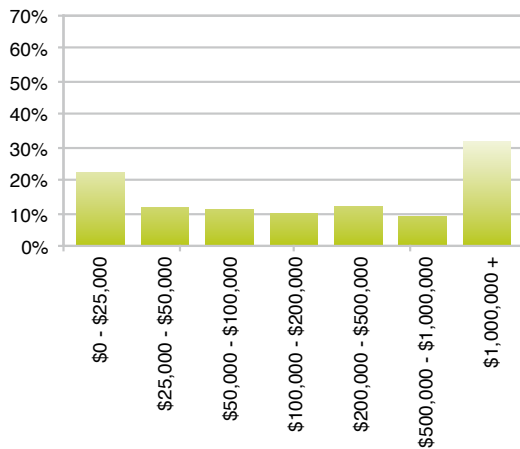


"This show was by far the best show I have been to in years. I found a lot of new lines for our business." Ian - NSW

Visitor Analysis

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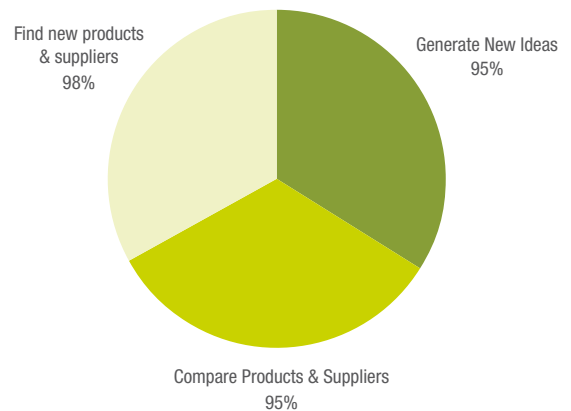
Level of Annual Spend: 54% of visitors said they spend \$100,000 or more per annum on commercial food products for their business



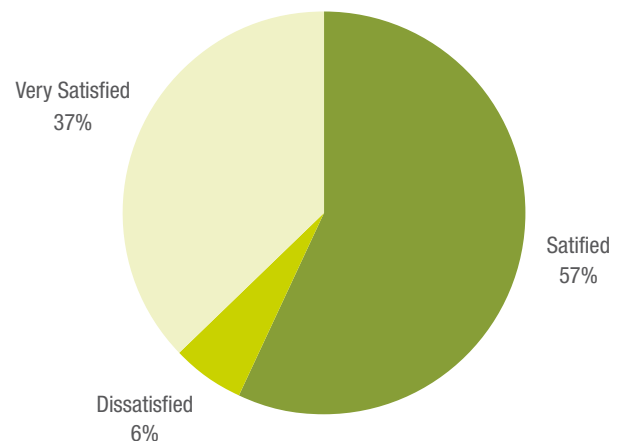
Visitor Value: 22% of visitors spend over \$1 million annually on commercial food and beverage products

The mathematical average annual spend per visitor of Fine Food was \$362k, providing for an estimated market size of \$9 billion

Reason to visit: 98% of visitors said it was very important for them to generate new ideas for their business from the show



Overall Satisfaction: 94% of the visitors said they were very satisfied or satisfied given their reason for visit



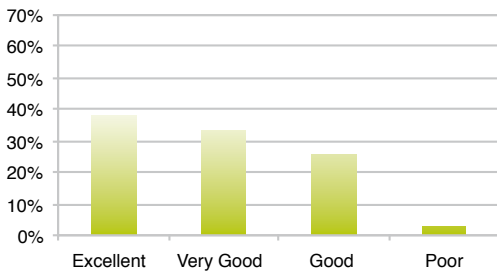
"Thought the whole fair was fantastic with a great range of products etc., will certainly be going to future shows". Mike - NSW

Exhibitor Survey

\$111.5 million worth of sales leads were generated by exhibitors at Fine Food – the mathematical value per lead was \$101k

How would you rate the Exhibition Management?

97% of exhibitors rated the Exhibition Management as “Good” or better

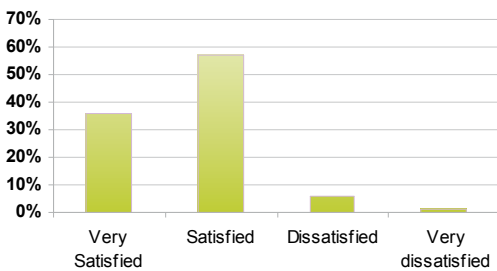


What are your top four reasons to exhibit?

1. Increase Brand & Product Awareness
2. Generate sales leads
3. Meet existing customers and suppliers
4. Launch New Products

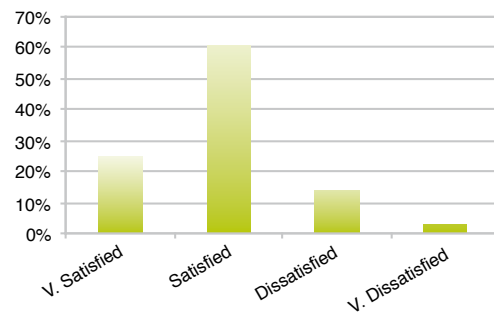
Given the above reasons to exhibit, how satisfied were you with the exhibition?

93% of exhibitors were satisfied to very satisfied with the exhibition overall



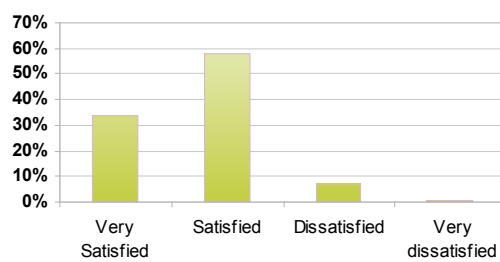
How would you rate the quality of visitors?

85% of exhibitors were satisfied or very satisfied with the quality of visitors at the show



How would you rate the number of visitors?

91% of exhibitors were satisfied or very satisfied with the number of visitors



Exhibitor Quotes

Best show of all! The quality of traffic has been excellent – all well qualified. We've had a mix from industrial to foodservice and retail. But we've been happiest with how much interest we've had from the foodservice sector, which is our main target.

**Timothy Drew, National Business Manager,
Farm Pride Foods**

Very enjoyable show, high quality customers from all market segments. Genuine purchasers looking at new products.

**Keri Thomas,
Stoddart Australia Pty Ltd**

Best Fine Food show ever. By 5.00pm on the first day we had written orders worth more than the cost of the stand.

**Michael Jameson,
Pudding Lane**

Stunning show! Inundated with great valuable leads! Returned solid business - an opportunity to show Robot Coupe.

**Bruce Robson, Managing Director,
Robot Coupe**

Excellent show! Excellent exposure! Enjoyed meeting end users and wholesalers. Excellent exposure to cafes, hotels and foodservice.

**Loretta Demasi, Marketing Manager,
Edlyn Foods**

2009 is our third Fine Food show and already we've grown from just 22 stands to 30. Australia is a very interesting market for us because of its large Greek and Cypriot communities. There's also a growing interest from the wider population for our products.

**Demetra Chrysostomou,
Cyprus Group Stand Organiser**

We've exhibited at Fine Food for 12 years now. This show has seen excellent new business and has been the best year for closing sales at the show.

**Matthew Challinor, General Manager,
JL Lennard Food Equipment Pty Ltd**

Huge show! Serious quality leads. Several major supermarket chains. Enquiries from Hong Kong, China, airlines all top decision makers and international chains.

**Carolyn Creswell, Company Founder,
Carman's Fine Foods Pty Ltd**



Future Events

Fine Food & Hospitality Brisbane 2010

Brisbane Convention & Exhibition Centre
21-23 March 2010

Fine Food & Hotel Australia 2010

Melbourne Convention & Exhibition Centre
13-16 September 2010

Fine Food & Hospitality Perth 2011

Perth Convention Exhibition Centre
20-22 March 2011



diversified
EXHIBITIONS ■ AUSTRALIA

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Want to exhibit and meet thousands of serious buyers? Contact a member of the Fine Food team to book your stand.

Exhibition Manager:	Minnie Constan
Sales Executive:	Simon Wheller
Sales Executive:	Rade Cosic
Sales Executive:	Eliza Whalley
Exhibition Coordinator:	Rachel Davies



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food
25 YEAR ANNIVERSARY
in conjunction with **hotel** AUSTRALIA