



**GOOD
FOOD**
& Wine Show

Unleash your inner foodie



11 - 13 JULY 2008

PERTH CONVENTION EXHIBITION CENTRE

Post Show Report

diversified
EXHIBITIONS • AUSTRALIA

A summary of statistics sourced from individual exhibitor and visitor surveys.

Compiled by Diversified Exhibitions Australia

Overview

The Good Food & Wine Show was staged for the first time in Perth at the Perth Convention Exhibition Centre on 11 - 13 July, 2008. Now established as Australia's largest consumer food, drink, kitchen appliance and cookware exhibition, incorporating demonstration theatres not seen before in the West, the show enjoyed great success with an excellent response from both exhibitors and visitors.

The Show built on the foundations laid down by the very popular WA Wine & Food Festival, maintaining the best of the West whilst adding many new features including the Diners Club Celebrity Theatre presented by LifeStyle FOOD Channel and the Riedel Wine Theatre.

The Show generated:

- 18,660 Visitors
- 207 exhibitors
- Over 30 demonstrations by local celebrity and restaurant chefs, plus interactive wine and beer tasting with some of Australia's finest wine makers and brewers.

18,660 Visitors

207 Exhibitors

As organisers of the Good Food & Wine Show, Diversified Exhibitions Australia has a commitment to bringing consumers and suppliers together in an entertaining and interactive selling environment. An essential element of our management strategy is to survey visitors and exhibitors and to present these statistics in a show report. Extracts from all materials are available upon request to support quoted statements and statistics.

Exhibition Profile

The Good Food & Wine Show has established itself as Australia's largest consumer food, drink, kitchen appliance and cookware exhibition. This year the shows featured cooking demonstrations by high profile celebrity and restaurant chefs.

Title: Good Food & Wine Show

Venue: Perth Convention Exhibition Centre

Dates: 11 – 13 July, 2008

Cost: Space only stands AUD \$295 per square metre + GST
Shell scheme stands AUD \$345 per square metre + GST

Exhibitors: 207 food, drink, kitchen design, appliances and cookware suppliers

Visitors: 18,660

Admission: Entry is open to the general public including children and the trade.
Admission was \$25.00 for adults and \$16.00 for children 6-16 years of age. Children under 5 years obtained free entry and concessions were available

Features: Demonstration theatres: Diners Club Celebrity Theatre presented by LifeStyle FOOD Channel, Riedel Wine Theatre, Department of Agriculture and Food

Sponsors: Diners Club, LifeStyle FOOD Channel, Gourmet Garden, Maytag, McWilliams, Lindemans, Sunbeam, Cellarbrations, Never Fail, Barbeques Galore, Riedel, Red Island Australia, Burswood Intercontinental Hotel,

Organisers: Diversified Exhibitions Australia Pty Ltd



Visitor Promotion

Held under the Good Food & Wine Show name for the first time in Perth, the visitor promotion saw initiatives which fell in line with Show's campaigns in other states.

Visitor promotion for the Perth Good Food & Wine Show rolled out in two stages and included long lead magazine advertising, website activity, targeted direct mail and emails and short lead promotion including radio and television advertising, a strategic press campaign, e-marketing, street poster campaigns and outdoor promotional activities.

'Unleash your inner foodie' was the new advertising creative concept developed for the 2008 shows and used across all marketing and promotional material. Exciting new visitor features were strongly promoted on the website, advertising material and media releases including the Diners Club Celebrity Theatre, Riedel Wine Theatre and Masterclass and the Friday Show Bag special offer.



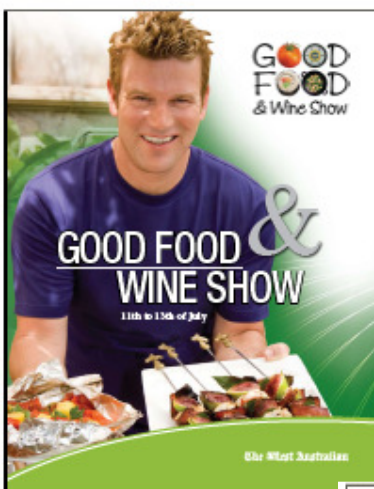
Promotional Campaign Stage 1:

- Advertising and editorial in Australia's top food & lifestyle magazines – *delicious*, Australian Good Taste, Super Food Ideas, Australian Women's Weekly, Donna Hay, Gourmet Traveler, Gourmet Traveler Wine, Scoop, Spice and Menu Magazine.
- 292,000 promotional DL leaflets were printed and distributed throughout Perth and surrounds
- 100,000 postcards were distributed throughout bottle shops, restaurants, cafes and train stations
- Previous visitors to the WA Wine & Food Festival received a flyer and eNewsletter promoting a special Friday 'Goodie Bag' offer.
- Online promotion through Ticketmaster, LifeStyle FOOD Channel, Pegasus, API and Entertainment Book members – close to 500,000 people targeted in total.
- A2 posters and DL flyers distributed and displayed in Burswood Casino, cafes, restaurants, markets and wineries.
- Promotional email to wine lovers throughout WA



Promotional Campaign Stage 2:

- A media partnership with The West Australian including advertising and a lift-out prior to the show as well as promotion for their loyalty card holders giving them discounted entry into the Show
- Show competition promoted through The West Australian to win a holiday with Australia's South West
- A continuing media partnership with Channel 7 resulted in increased peak period advertising.
- Extensive promotion, ticket giveaways and major price draw through Mix 94.5
- A promotion at the Shows to win a Turbo Elite barbeque from Barbeques Galore valued at \$2999



Exhibitor Survey

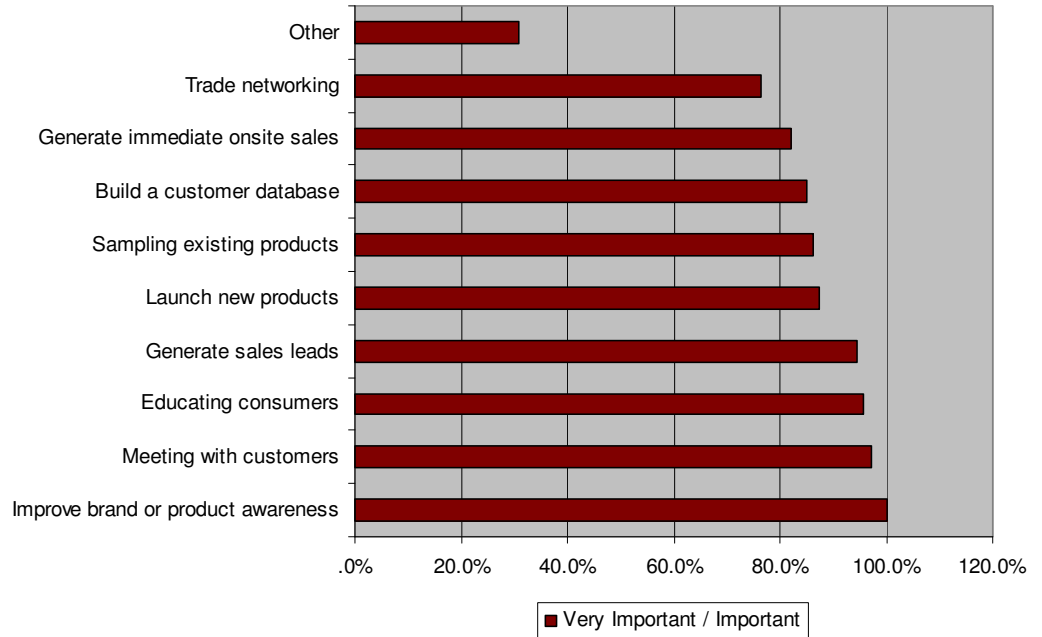
92% of Exhibitors were 'satisfied' to 'very satisfied' with the amount of visitors that visited the show

78% of Exhibitors were 'satisfied' to 'very satisfied' with the quality of visitors that visited the show

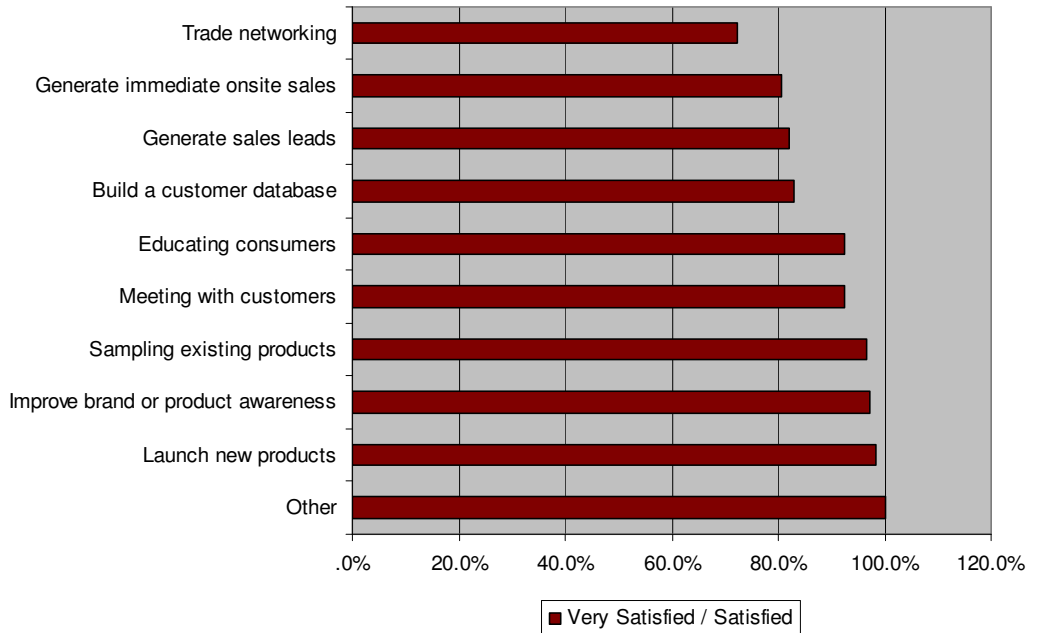
88% of the Exhibitors agreed that the overall exhibition management provided by Diversified Exhibitions was 'good' to 'excellent'

87% of exhibitors were 'satisfied' to 'very satisfied' with the show given their reasons to exhibit

Below are the results of exhibitors when asked "What were the reasons for your company exhibiting at the Good Food & Wine Show?"

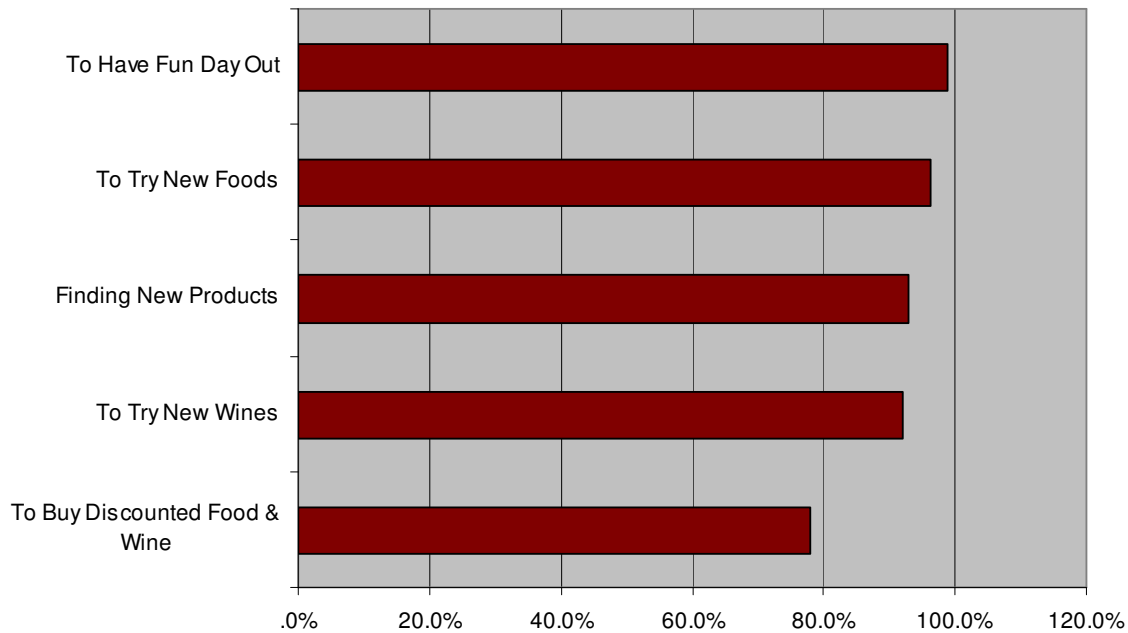


Below are the results of exhibitors when asked "How satisfied were you given your reasons to exhibit?"



Visitor Survey

Below are the results of visitors when asked "What were the reasons that you attended the Good Food & Wine Show?"



89% of visitors were 'satisfied' to 'very satisfied' with the Good Food & Wine Show

93% of visitors discovered new products at the show

43% of visitors had not attended the show before

\$187 was the average spend at the show by visitors

\$588 is the average monthly spend on Food & Wine by visitors

92% of visitors are 'likely' to 'very likely' to recommend products they have seen at the Good Food & Wine Show



Visitor Quotes

"This was our first year attending the Good Food & Wine Show and we thought it was fantastic! There was a great range of food and wine products that we had never seen before that we will continue to buy in the future. Congratulations to the organisers and all of the exhibitors on putting on such a great show – can't wait to come back next year!" *Josh Smith*

"What a fantastic time we had at the show! We saw Tobie Puttock and Ben O'Donoghue in the Celebrity theatre, both were fantastic! What a performance by all involved to get this wonderful show up and running, it was full on. I understand why some visitors had shopping trolleys and next year I will be better prepared. Thank you on a job well done." *Val Roberts*

"My husband and I thoroughly enjoyed all the new features at this year's show. We participated in a class in the wine theatre which was very informative and attended Ben's BBQ session in the theatre which was great fun! Thank you and see you next year." *Sarah Taylor*

Exhibitor Quotes

"We were extremely happy with the outcome of the Perth Good Food and Wine Show. In hindsight, we were a little conservative in our estimation of stock required and as a result, for the first time at this sort of event we actually ran out of stock. Many of the visitors to our stand expressed their satisfaction with the show and told us that they would look forward to the next one in 2009. We exceeded our target sales and in fact had to bring in stock that we had freighted to Perth and set aside for an existing customer. We couldn't be happier with our first show in Perth and look forward to taking part next year" *Jill Richardson – A Taste of the Bush*

"Good Food and Wine show is probably one of the best shows hosted in Australia - the professional, enthusiastic staff and constantly innovating themes of the show - definitely target our market and keep them coming back for more. Whilst exhibiting at 20 shows during the year - the Good Food and Wine show takes the cake!" *Neo organic Tea & Skin Solutions/Healthgrocer*

"The Good Food & Wine Show has enabled Xabregas Wines to showcase our wines to the general public by offering us the forum to advertise, promote and offer tastings of our wines. We believe that the show is a great opportunity to tie in local marketing promotions by using the show as a verbal campaign to target untapped markets" – *Xabregas Wines*

Sponsor Quotes

"The Perth show was a fantastic platform for the Maytag brand – we were pleased with the level of interest, purchasing power and demographic that came to the show. All in all a fantastic event!" - *Adrian Cugnetto – Category Manager*

"Through a unique food and wine experience, we were able to make deep consumer connections and deliver a true Lindemans Early Harvest brand experience to Good Food and Wine patrons. It ticked all our boxes – Congratulations to the Good Food & Wine Show team on a sterling effort in Perth, 2008." *Amanda Pritchard – Fosters Australia*

Future Events

Fine Food Australia
Melbourne Exhibition Centre
22 – 25 September 2008

Good Food & Wine Show
Melbourne Exhibition Centre
6 – 8 June 2009

Wine & Spirits Australia
Melbourne Exhibition Centre
22 – 25 September 2008

Good Food & Wine Show
Sydney Exhibition Centre
3 – 5 July 2009

Good Food & Wine Show
Brisbane Exhibition Centre
7 – 9 November 2008

Good Food & Wine Show
Perth Exhibition Centre
31 July – 2 August 2009

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EXHIBITIONS AUSTRALIA

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