

*International Food & Drink Expo*

# INDIA

2 – 4 December 2009

Pragati Maidan Exhibition Grounds  
New Delhi

## POST SHOW REPORT



**Leading The Flavour Revolution!**

**Organised by:**



International Food & Drink Expo  
**INDIA**

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## OVERVIEW 2009

### International Food & Drink Expo India 2009 – Leading the Flavour Revolution!

The inaugural edition of the International Food & Drink Expo India took place 2 – 4 December 2009, Pragati Maidan Exhibition Grounds, New Delhi. Key achievements at this exciting new event included –

- **Global Showcase** of 107 exhibitors and 24 media partners from 15 countries including Australia , Austria, Bulgaria, Canada, China, France, Hong Kong, India, Italy, Singapore, South Africa, Spain, Thailand, United Kingdom and United States of America
- **International Support** from eight leading international trade associations and pavilion organisers including Austrade, CFNA, DTI South Africa, ICE , Opera Consortium, Sopexa, SUSTA and USDA
- **National Support** from three leading Government of India Departments: The Ministry of Food Processing Industries, The Indian Grape Processing Board and The National Meat & Poultry Processing Board. The Indian Importers Association was also an important cooperator.
- **Business Forum:** Organised by the Business Forum Partner, Arshiya International, in association with the Knowledge Partner, Technopak
- **The Second Indian Sommelier Championship:** Organised by the Wine Education Partner, Institute of Wine + Beverage Studies (IWBS), in association with the Wine Activities Partner, Wi-Not Beverage Solutions Pvt Ltd
- **Guided Wine Tastings:** Organised by the Wine Activities Partner, Wi-Not Beverage Solution Pvt Ltd



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## EXHIBITION PROFILE

The International Food & Drink Expo India provides an unrivalled platform for international and local suppliers alike to showcase their products to India's high profile industry professionals and buyers.

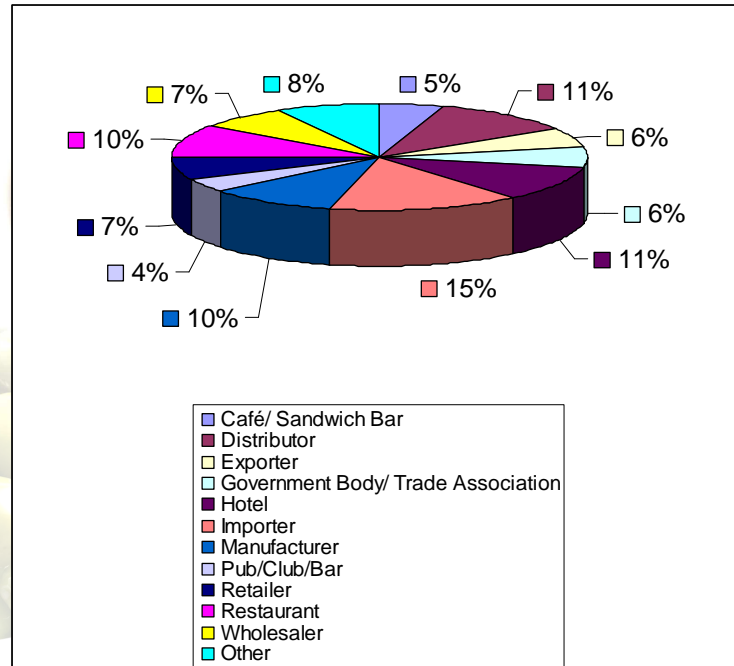
The International Food & Drink Expo India is not only designed to deliver a world class exhibiting community, but to also provide attendees with unique features and attractions, designed to encourage interactive education and networking opportunities.

- Event Title: International Food & Drink Expo India 2009
- Dates: 2 – 4 December 2009
- Venue: Pragati Maidan Exhibition Grounds, New Delhi, India
- Gross Area: 3097m<sup>2</sup>
- Net Stand Space Area: 1179m<sup>2</sup>
- Net Features Area: 292m<sup>2</sup>
- Exhibitors:
  - Total Number: 107
  - Countries Represented: 13
  - International Exhibitors: 82
  - National Exhibitors: 25
  - Country Pavilions: Australia, France, Italy and USA
- Visitors: 2145 unique trade visitors and 500 students (these figures are exclusive of exhibitors)
- Terms of Admission: Exclusive trade event. Entrance permitted to industry professionals associated with the food, beverage and hospitality industry only

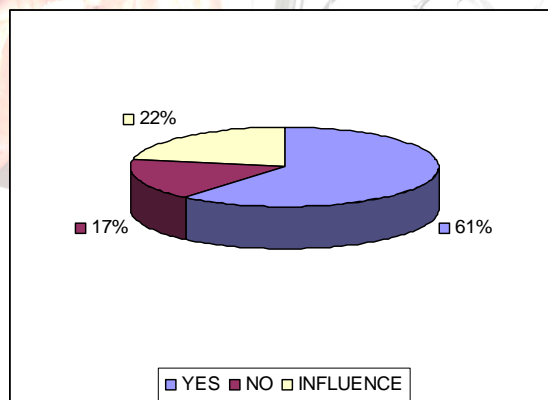


**VISITOR ANALYSIS**

**Visitor Breakdown By Business Activity (not including students)**



**Visitor Breakdown By Purchasing Authority (not including students)**



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KEY VISITING COMPANIES

Importers/ Wholesalers/ Distributors	Five Star Hotels	Other Key Names
General Mills	Jaypee Group	JF Hillebrand
Quattro Beverages	IHHR Hospitality	AB Inbev India
Max Foods	Oberoi Hotels & Resorts	Ramada Plaza
Park Exim	Trident Hotels	Lite Bite Foods
Venus Enterprises	Radisson Hotels	Dish Hospitality
Epicure Frozen Foods	The Claridges	Good Health High Spirits
Bharat Marketing	The Imperial	Café Coffee Day
Dugar Overseas	The Leela	Cobra
Aspri Spirits	Crowne Plaza	Dominos
American Agencies	Shangri-La	Premier Foods
Euro Brands	Aman	United Biscuits
UB Group	The Lalit	Air India
Natures Bounty	The Park	Capitol
Hema Connoisseurs	The Metropolitan	U-Turn Distilleries
FineWinesnMore	Hyatt Regency	Focus Brands
Sri Roda Foods	Le Meridien	Globus Spirits
Edans	Pullman Hotels & Resorts	Parle Agro
Eppur Impex	ITC Maurya	Amul
Mohan Brothers		Olive Bar & Kitchen
Unifrutti	<b>Retailers</b>	Cleassens International
Vardani Marketing	DLF Emporio	Haldiram's
RP Gourmet Foods	Marks & Spencers	SAB Miller
Sunbeam Ventures	Reliance Industries	Lufthansa
Bajoria Foods	Carrefour Group	FieldFresh Foods
L-Comps & Impex	Reliance Dairy	Amalgam Foods
Dhall Food & Beverages	TATA Group	Ibis Hotels
SV Distributors	Foodworld Supermarkets	Lodhi
Global Tax Free Traders	Spencers	Godrej Group
Kapoor Agencies	Modi Goods & Retails Services	Newport Coffee Co
Capital Overseas	Twenty Four Seven Retail Stores	Oberoi Flight Services
Munjral Brothers	Daily Life	
BMS Enterprises	Spar/ Max Hypermarket	
Pegasus Imports	Hyper City Retail	
DP Garg Impex		
Cerena Imports		
Suresh Kumar & Co		
Future Group		
ANWPI Group		
Mass Impex		
Sri Roda Foods		
Fresh 'n Frozen		
Pernod Ricard		





## ADDITIONAL VISITOR INFORMATION

### Visitors from India

The International Food & Drink Expo India 2009 predominantly attracted buyers from the city and surrounding areas. However, it was also attended by visitors from the following areas:

Agra, Ahmedabad, Amritsar, Bangalore, Bhopal, Chennai, Dwarka, Ghaziabad, Goa, Gurgaon, Gurjarat, Faridabad, Hyderabad, Jaipur, Jalandhar, Kanartaka, Kerala, Lahore, Lucknow, Ludhiana, Meerut, Moradabad, Mumbai, Noida and Pune.

### Visitors from Other Countries

The International Food & Drink Expo India 2009 attracted visitors from the following countries:

Australia, Bangladesh, Canada, China, Egypt, France, Italy, Ireland, Kuwait, Liberia, Nepal, New Zealand, Pakistan, Portugal, Russia, Saudi Arabia, South Africa, Spain, Switzerland, Thailand, The Netherlands, United Arab Emirates, United Kingdom and the United States of America.

### Visiting Students

The International Food & Drink Expo India 2009 attracted students from the following institutions:

Amity University  
Banarsida Chandiwala Institute of Hotel Management & Catering Technology  
Cradle of Management Institute  
Delhi Institute of Hotel Management & Catering Technology  
IHM Pusa  
IILM Institute  
Institute of Agribusiness Management  
International Institute of Culinary Arts  
Leeds Met India  
RIG Institute of Hospitality & Management  
UEI Global



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## Testimonials

*"The International Food & Drink Expo India 2009 was a wonderful show. It was very well managed and the team was very helpful throughout the event. We made good contacts and overall it was a great experience."*

**Anadi Seth, Assistant Manager – Promotions, The SCS-Group**

*"The International Food & Drink Expo India 2009 was an excellent show. Our importers had a good exposure to quality products from so many different countries."*

**Atul Kumar, President, Indian Importers Association**

*"The International Food & Drink Expo India 2009 has been a great success for our business. After exhibiting at a number of exhibitions we have come to appreciate how hard people work behind the scenes. The efforts of the organisers and the Australian Trade Commission are very much appreciated."*

**Andrew Ashton, Chief Financial Officer, Beverage Holdings Pty Ltd**

*"We have taken some really serious enquiries from local manufacturers. We have also furthered our knowledge of the Indian Food & Beverage Industry"*

**Yuvraj Singh Ahuja, Executive Director, Modular Tanks Pvt Ltd**

*"Great organisation team – well put together event, quality stand designs, great attendance and lots of good business leads too! I would definitely attend another exhibition organised by Tarsus Group Limited."*

**Matthew Reno, Managing Director, Chaski International**

*"It has been an amazing experience participating at the International Food & Drink Expo India 2009.. It has been a very well organised event with the combined effort of a dedicated team. I am sure there will be tremendous improvement and potential in every event that passes by in the future."*

**Yavinder Singh, Director, Allied International**



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## EVENT FEATURES

### Inauguration



The Inauguration ceremony took place on 2 December 2009 at 10.30am. The International Food & Drink Expo India 2009 was officially opened by Mr Ashok Sinha, Secretary, Ministry of Food Processing Industries, Government of India.

### Business Forum



Organised by the official Business, Arshiya International, the Forum saw a panel of high profile speakers from India's food & beverage industry, presenting and discussing key topics and trends that are impacting the market place at present.

The speakers and topics were:

#### **Opportunities in Food Business through Organised Retail in India**

Mr Sanjeev Asthana, Chief Executive, Reliance Retail – Food Business

#### **Challenges in Imported & Gourmet Food Trade in India**

Mr Amit Lohani, Convenor, Forum of Indian Food Importers (FIFI)

#### **Ensuring Quality Assurance at Dairy Farm Level**

Mr Harshev Singh, Chief Executive, Reliance Dairy Foods

#### **The Future of Supply Chain and Cold Chain Infrastructure in India**

Mr Sanjay Sethi, Vice President - Supply Chain, Arshiya International Ltd

#### **Traceability in the Agri-food Sector**

Mr Sudhanshu, Head - Traceability, Agricultural Produce Export Development Authority (APEDA)



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**EVENT FEATURES CONTINUED**

**The Second Indian Sommelier Championship**



Organised by the Wine Education Partner, Institute of Wine + Beverage Studies, in association with the Wine Activities Partner, Wi-Not Beverage Solutions Pvt Ltd, the Second Indian Sommelier Championship is the only event of its kind in India, showcasing the best sommeliers India has to offer. Preliminary rounds took place prior to the show, with the final being held on 3 December 2009.

Chaired by Magandeep Singh, India's first French-Certified Sommelier, a panel of expert judges tested the five finalists on their food and wine pairing skills, basic wine handling, wine service prowess and wine tasting quotient.

The judges were:

Ms. Kavita Devi Faiella, Head Sommelier – Aman Resorts

Mr. Dirk Reinhardt, EAM – The Claridges

Mr. Angelo D'loia, Restaurant Manager & Sommelier – Travertino, The Oberoi, New Delhi

The results were:

**WINNER:** Shubham Sharma, Aman Resorts

**FIRST RUNNER UP:** Rachna Gadi, The Trident, Gurgaon

**SECOND RUNNER UP:** Gandib Raj Chhetri, Aman Resorts

The other competitors who missed the title closely this year were:

Anish Jamwal, The Radisson, New Delhi

Anshuman Sharma, The Claridges, New Delhi

The trophies were conceptualised and sponsored by Arc International and the Gold Sponsor of the Second Indian Sommelier Championship was the Opera Consortium.



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**EVENT FEATURES CONTINUED**

**Guided Wine Tastings**



Organised by the Wine Activities Partner, Wi-Not Beverage Solutions Pvt Ltd, visitors were able to sample a variety of wines that were exhibited at the show, with the expert guidance of Magandeep Singh, Gurjit Barry Singh and Gagan Sharma.

**Italian Trade Commission Demonstrations**



Throughout the show, the Italian Trade Commission held demonstrations in the theatre area of their pavilion. Twice a day, visitors were able to sample a variety of authentic Italian cuisine, prepared by chefs from some of the leading Italian restaurants in New Delhi.

**SUSTA Workshop**



On 3 December 2009 SUSTA held a food workshop in the Business Forum Theatre. Visitors and students from leading institutions were invited to further their knowledge of and sample Southern US Cuisine.

**Opera Workshop**



On 4 December 2009, Opera Consortium held a food workshop in the Business Forum Theatre. Leading Italian Chef, Andrea Golino created a variety of authentic dishes for those who attended. Andrea also creative cooking demonstration on the Opera Pavilion, throughout the show.





## PROMOTIONAL ACTIVITY

The inaugural edition of the International Food & Drink Expo India 2009 was extensively promoted to the industry, throughout the year, with key activities occurring in the three months prior to the event. The following media opportunities were utilised, to ensure the event was visible to both India's food & beverage buyers, and International buyers:

### Print advertising

Hotelier India: 2 full page adverts, September, October (Circulation: 10,000)  
Beverage & Food World: 6 full page adverts, June, July, August, September, October, November (Circulation: 15,000)  
Hotel Business Review: 4 full pages, July, August, September, October (Circulation: 8,000)  
Food & Beverage Business Review: 3 full pages, August, September, October (Circulation: 15,000)  
Processed Food Industry: 3 full page adverts, September, October, November (Circulation: **50,000**)  
Food & Beverage News: 4 column adverts, September, October (Circulation: unknown)  
Aahar Ways: 6 ½ page adverts (Circulation: 10,000)  
Sommelier India: 1 full page advert, November (Circulation: 14,000)  
Spiritiz: 2 ½ page adverts, September, October (Circulation: unknown)

**Total number of adverts: Full page: 19, half page: 12**  
**Total Circulation: 122,000**

### Press Releases

8 press releases were sent out in 2009.

14<sup>th</sup> April: Dates Announced for International Food & Drink Expo India 2009!  
7<sup>th</sup> July: International Food & Drink Expo India 2009 welcome IWBS and Wi-Not as Event Partners!  
29<sup>th</sup> July: The USDA officially endorses the International Food & Drink Expo India 2009  
13<sup>th</sup> August: International Food & Drink Expo India 2009 announces TECHNOPAK as their Knowledge Partner.  
15<sup>th</sup> September: International Food & Drink Expo India 2009 announces further confirmed speakers for the Business Forum!  
25<sup>th</sup> October: International Food & Drink Expo India arriving in New Delhi  
15<sup>th</sup> November: Opera Consortium wines set to dazzle during the Indian Sommelier Championship 2009  
15<sup>th</sup> December: International Food & Drink Expo India Successfully launches in New Delhi





## PROMOTIONAL ACTIVITY CONTINUED

### Internal Direct E-Mailings

12 visitor email campaigns were sent out by Tarsus Group Limited in 2009 with 7,440 recipients per campaign.

**Total circulation: 89, 280**

### External Email campaigns by Media Partners

**Indianwine.com:** 30,000 recipients

**Beverage & Food World:** 15,000 recipients

**Advisor:** 46,570 recipients

**Hotel Business Review:** 8,000 recipients

**Food & Beverage Business Review:** 15,000 recipients

**Indianretailer:** 100,000 recipients

**Franchise India.com:** Circulation unknown: profile is investors and franchising organisations

**Aahar Ways:** (3 email campaigns) 75,000 recipients per campaign

**Sommelier India:** 14,000 recipients

**Liquid:** 10,000 recipients

**Spiritz:** Circulation unknown. Profile is liquor/beverage industry, and associate industries.

**HospitalityBiz India.com:** Circulation unknown. Profile is business leaders, executives, managers and entrepreneurs

**Tulleeho:** circulation unknown, profile is consumers, marketers and retailers of liquor.

**Food & Beverage News:** circulation unknown. Profile is CEOs as well as department heads from R&D, Purchase, Production, QA/QC, Regulatory Compliance, Hygiene & Sanitation Management, Legislation, Distribution, Logistics, Marketing & Sales and General Management across the food and beverage manufacturing industry across India

**Soft Drinks International:** 9,100 recipients

**Indiamart:** 3 email campaigns: 700,000 recipients per campaign

**TradeIndia.com:** 60,000

**Total circulation: 1,082,670**

### Internal Direct Print Mailings

Save the date postcard: Landed in September (3,000 recipients)

Event preview & visitor ticket: Landed in Mid November (4,000 recipients)





## PROMOTIONAL ACTIVITY CONTINUED

### Media Partner Print Mailings

Bakery Review: visitor ticket insert in the magazine (circulation  
Processed Food Industry: visitor ticket insert in the magazine (circulation

### Online Promotion

Banners/listing on 24 media partners websites

Additional websites:

[www.indobase.com](http://www.indobase.com)

[www.4to40.com](http://www.4to40.com)

[www.localwineevents.com](http://www.localwineevents.com)

[www.thomex.com](http://www.thomex.com)

[www.foodbizdaily.com](http://www.foodbizdaily.com)

[www.tradefairdates.com](http://www.tradefairdates.com)

[www.imagesfood.com](http://www.imagesfood.com)

[www.biztradeshows.com](http://www.biztradeshows.com)

[www.foodindustry careers.co.uk](http://www.foodindustry careers.co.uk)

[www.buzzintown.com](http://www.buzzintown.com)

[www.packagingsouthasia.com](http://www.packagingsouthasia.com)

[www.eventseye.com](http://www.eventseye.com)

[www.eventfame.com](http://www.eventfame.com)

[www.2exhibitions.com](http://www.2exhibitions.com)

### Tele Calling

Telesales was conducted twice prior to the show commencing. 7,000 people were called per campaign.

### SMS Marketing

2 SMS campaigns were sent, on 3<sup>rd</sup> December and 4<sup>th</sup> December. 7,000 recipients per SMS campaign.

### Press/ TV/ Radio Coverage at the show

Asian News International, Business Standard Limited, Eenadu Television, Financial Chronicle, Financial News, Food Promotion Chronicle, foodindustryindia.com, Four Square Media, Franchise India, Hamara Samaj, Hotelier India, IC PAR, Hotelier India, IC PAR, Images Group, India Today, Indiamart.com, Indian Printer & Publisher, International News & Views.com, iTen Media, Kesari Media & Events PVT, Mail Today, Media Content & Communications, Media, Exposition & events, Processed Food Industry, PTI, Saffron media, Sahara India Media and Entertainment, Samay Darpan, SAP media Worldwide, Shakh TV, Sommelier India, Spiritz, Sunday Indian, Target Media Network, Thakkar Publications group, The Amalgamated Press, The CityGuide, The Hindu, The Indian Express, The International News Magazine, The Press Trust of India, Times Now, Trade India.com, Tulleeho, Tulleeho Wine Academy, Universal Media Group.





**POST SHOW PRESS RELEASE**  
**Issued 14 December 2009**

From the 2-4 December 2009, a truly international line up of exhibitors met with India's foremost food and drink professionals at the International Food & Drink Expo India at the Pragati Maidan. Over 3 hectic days, visitors were able to sample a wide variety of cuisines, beverages and innovative new products and services available to the Indian market.

Mr Ashok Sinha, Secretary, Ministry of Food Processing Industries officially opened the show before joining the high powered line up of speakers and delegates at the Business Forum where the hot topics facing India's food drink and hospitality industry were discussed. Speakers from major players such as Reliance, Arshiya, and Association of Food Products Importers (FIFI), shared their experiences and opinions with a receptive and knowledgeable audience.

Large country pavilions from Italy, USA and Australia were joined by participations from France, Bulgaria, Canada, South Africa, Spain, Thailand and India, showcasing products ranging from high quality fruit and vegetables to fine wines and non-alcoholic beverages.

Demonstrating the US commitment to growing their food and drink exports to the Indian market, the American Ambassador took time from his busy schedule to make a dedicated visit to the event. Speaking with each company individually, the Ambassador was able to see and taste the mouth watering products on display, including those on the popular Southern United States Trade Association stand.

Reflecting the event's focus on quality, influential trade professionals from India's food services and food retailing sectors were very much in evidence. Major buyers and specifiers from top hotels, restaurants, institutions and retail outlets, took this opportunity to sample the many products being displayed in India for the first time. Exhibitors were able to market their products and get direct feedback from representatives from The Claridges, Trident, Oberoi, Ashok, Radisson, The Imperial, Air India, Reliance, Dominos, Café Coffee Day, Ikea, M&S, Carrefour along with host of other hotels, restaurants, retailers, institutional caterers and importers.

Summing up the overall sentiment of exhibitors, The SCS Group said "We made good contacts and it was a lovely experience", while Beverage Holdings commented that "the exhibition for us has been a great success. Modular tanks gained "some really serious enquiries from local manufacturers and gained knowledge on the India Food and Beverage industry". Chaski International commented on the "great attendance and lots of good business leads too".

Continued on the next page.....





**POST SHOW PRESS RELEASE CONTINUED**  
**Issued 14 December 2009**

Continued from the previous page.....

On 3<sup>rd</sup> December the first Indian Sommelier Championship took place, conducted by Mangandeep Singh, India's only French certified sommelier. Five finalists were rigorously challenged on their wine knowledge and their competency in matching wines with fine dining. An impressive line up of judges from The Claridges, The Oberoi and The Aman Resorts oversaw the championship. The winner was Shubham of Aman Resorts. Magandeep Singh commented how the championship demonstrated how the "fast level of competence in this nascent field is rising".

Live cooking demonstrations on the stand of the gold sponsor, Opera, proved very popular with attendees to the event as Italian celebrity chef Andrea Golino created exquisite pasta dishes and risottos.

Lauren Morrey, Project Manager, commented "The International Food & Drink Expo India has been warmly welcomed by the professional food and drink industry in India, who are keen to learn and have access to the products and services that Indian consumers are now looking for. The show is a testament to India's tenacity and resilience as a nation and the opportunities that are clearly available in the marketplace."

International Food and Drink Exp India 2009 was supported by international association partners including Sopexa, The Italian Trade Commission, The Australian Trade Commission, USDA/SUSTA, to mention just a few.

The 2<sup>nd</sup> International Food & Drink Expo India 2010 will take place from 2 -4 December 2010 at Pragati Maidan, New Delhi.

For more information please contact [lmorrey@tarsus.co.uk](mailto:lmorrey@tarsus.co.uk) or visit our website: <http://www.indiafooddrinkexpo.com/>



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## FINAL INFORMATION

### About the Organiser



Tarsus Group is an international b2b media company with a portfolio of exhibitions, conferences, publications and online media that span across the Americas, Europe, Asia and the Middle East. With its head office in London, UK, Tarsus also has offices in Paris (France), Milwaukee and Boca Raton (USA), Shanghai (China) and Dubai (UAE).

The principal strategy of Tarsus Group is to build a business that facilitates the development of relationships between buyers and sellers, helping them to do business in their respective markets efficiently and profitably. Tarsus seeks to achieve this by owning and managing the key exhibitions, conferences, print and online media in each sector in which it operates.

For further information please go to [www.tarsus-group.com](http://www.tarsus-group.com).

### International Food & Drink Expo India 2010

The second edition of the International Food & Drink Expo India will take place 2 – 4 December 2010, Pragati Maidan Exhibition Grounds, New Delhi.

For further information regarding the 2010 edition, or to access the 2009 photographs, please contact:

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