



5-8 Sept 2022
Melbourne
Convention
Exhibition Centre

STRATEGIC PARTNER



Post Show Report

HEADLINE STATS

19,277

Total Visitor
Attendance

679

Exhibitors

584

International
Visitors



“Fine Food Australia is an absolute mecca for anyone involved in food business. It is the one stop central station for ingredients, innovation, packaging, technology and networking.”

Frank Buontempo
Director, Roma Food Products
2022 VISITOR



All visitor figures are audited by Audited Media Association of Australia. Other statistics are generated from the Fine Food Australia 2022 post show surveys.

Our Visitors

“There is no better way to meet your business needs than to attend Fine Food Australia because all your needs are under one roof, great show!”

Mark Andy
CEO and Owner, J & M Catering
2022 VISITOR

General Food 26%

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

Foodservice & Hospitality 40%

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

Distribution/Wholesale/ Import/Export 18%

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

Retail 10%

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

Bakery/Patisserie 6%



Top Visiting Objectives



To source new suppliers



To see new products & innovations



To network with the industry



To keep up to date with market trends



95%
OF VISITORS
were satisfied with
Fine Food Australia

Top Visiting Companies

- 400 Gradi
- 7 Eleven
- Arbory Afloat
- ALH Group
- Australian Venue Co
- Bakers Delight
- Bidfood
- Black Star Pastry
- Brunetti
- Bupa
- Code Black Coffee
- Coles
- Compass Group
- Costco
- Crown Casino
- Crown Melbourne
- David Jones
- Di Stasio
- Emirates
- Flower Drum Chinese Restaurant
- Fonda Mexican
- Guzman y Gomez
- IGA
- Lake House
- LaManna Food Group
- Lucas Restaurants
- Lumi Dining
- Lune Croissanterie
- Metcash
- Montalto
- Ned's Bake
- Nobu Melbourne
- Nomad Melbourne
- PDF Foods
- Sushi Sushi
- Woolworths

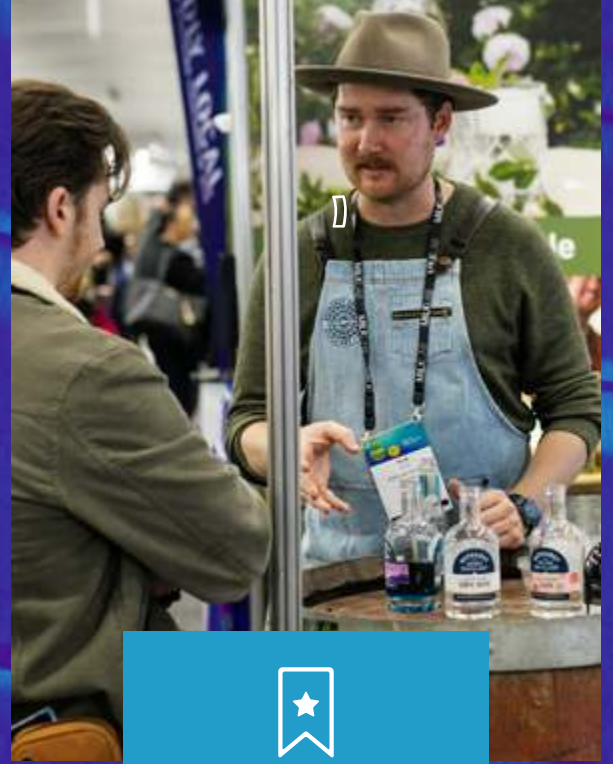
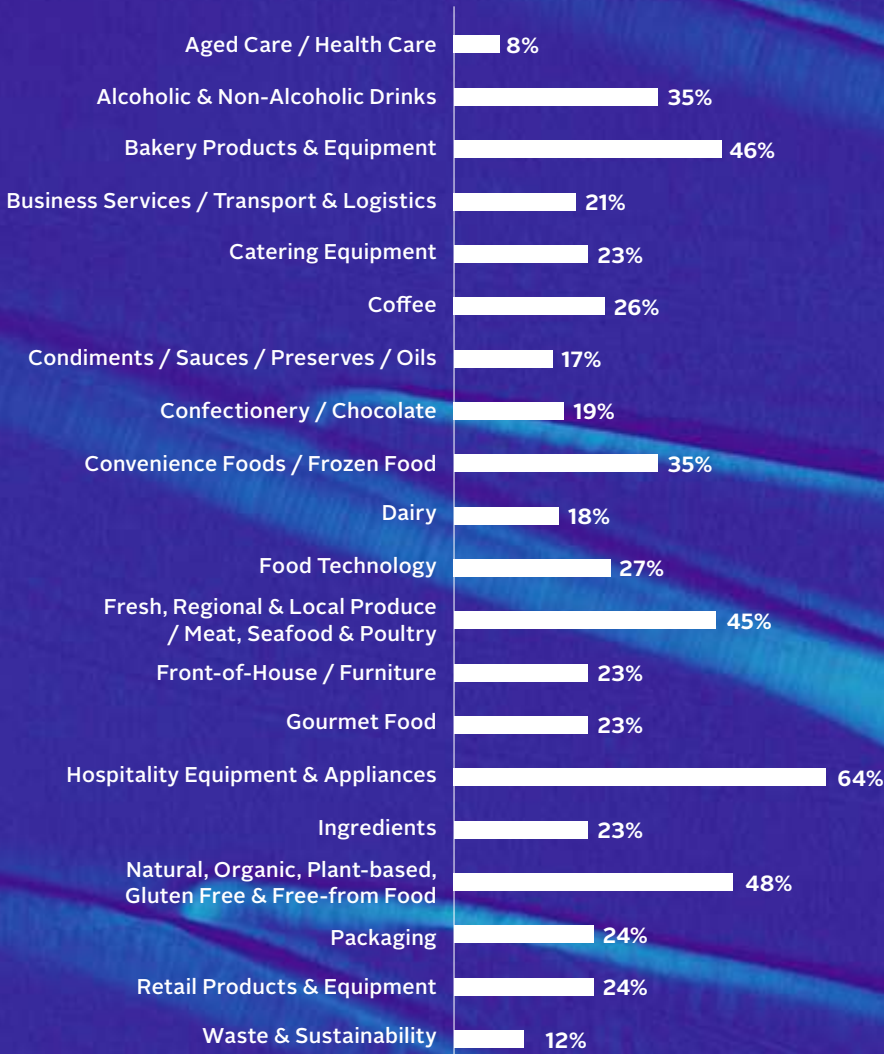


7/10
VISITORS

are highly likely to purchase a product or service from an exhibitor

Product areas of interest

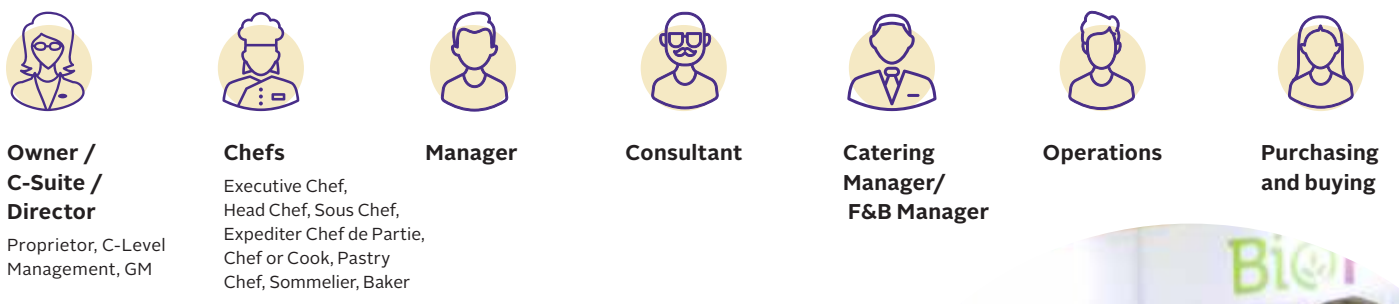
This includes multiple selections per visitor




95%
OF VISITORS
 said that attending Fine Food Australia is important to their business


5HR 23MIN
 Average visitor dwell time at Fine Food Australia

Top Job Functions



“Fine Food Australia 2022 has a huge impact on myself as an industry personnel. It surely enhances the knowledge and understanding of products and services of different providers and products. I will definitely recommend each and every one to attend it next year.”

Shirman Gurung
 Chef, Kent Hotel
 2022 VISITOR



Our Exhibitors

“Fine Food Australia was an excellent event allowing our business to build rapport with our ideal customer, educate them on our service offering and network with decision makers at individual entities and brand groups.”

Sean Clanchy
Managing Director, Swanky
2022 EXHIBITOR



93%
OF EXHIBITORS
said that Fine Food Australia
is important to their business



93%
OF EXHIBITORS
said they met their
objectives for exhibiting
at Fine Food Australia

As a result of exhibiting at Fine Food Australia 2022,
exhibitors on average:



Captured 82 qualified leads



Expect to generate \$735,133
in sales over the next 12 months



92%
OF EXHIBITORS
were satisfied with meeting
the right buyers



Sponsors & Partners

“An incredible event for the foodservice space in Australia where you will meet buyers across all areas of the industry and sample your product to people in tune with the channels you are targeting. A must do event.”

Matthew Kowal

Chief Commercial Officer, Naked Life Non-Alcoholic Spirits

2022 EXHIBITOR

Platinum Sponsor

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Pie Competition

100
YEARS
1922-2022
Restaurant
& Catering

straight
to the
SOURCE

vanrooy
ESTABLISHED 1974



NEXT EVENT

11-14 SEP 2023

ICC Sydney



Contact the team now

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1300 DIVCOM (1300 348 266)

finefoodaustralia.com.au/exhibit



@finefoodexpo



@Fine Food Australia



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