



SHOW REPORT 2013

fine food
-- AUSTRALIA --

**“If you’re in food in Australia...
you need to be at this show!”**

Thomas Lindsay – Lindsay PieMaking Equipment



CAB Audited

**All figures quoted in this brochure are taken from survey results conducted with our visitors and exhibitors post show. 1,893 visitors and 122 exhibitors responded.*

***20,328 Visits CAB Audited*

**9 – 12 SEPTEMBER 2013
SYDNEY CONVENTION
AND EXHIBITION CENTRE**

www.finefoodaustralia.com.au



Introduction & Key Highlights

The 29th annual Fine Food Australia Expo was successfully staged at the Sydney Convention & Exhibition Centre from 9 – 12 September 2013.

Fine Food Australia featured the latest food, beverage and equipment products from Australia and around the world.

Occupying the entire Sydney Convention & Exhibition Centre, Fine Food Australia was judged an outstanding success by both exhibitors and visitors.

As organisers of Fine Food Australia and many other 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 and to monitor the audience quality generated by promotional campaigns, Diversified Exhibitions Australia commissions a survey of visitors and exhibitors and presents the results in this Show Report.

20,328
Buyers (CAB Audited)

Approximately
1000
Exhibitors from

45 countries

958
International Buyers from
48 countries

27,200m²
space occupied

3,199
Interstate Buyers

more than
26,000 people across
4 days

6,475
Exhibitor Staff



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 and visitor survey was conducted by Diversified Exhibitions Australia. Extracts from all sources are available on request to support quoted statements and statistics.

Exhibition Profile

Fine Food Australia is an international trade exhibition for the retail, foodservice and hospitality industries. The event has run annually for the past 29 years, alternating between Sydney and Melbourne in Australia.

Venue

Sydney Convention & Exhibition Centre – Darling Harbour, Sydney

Dates

9–12 September 2013

Hours

Monday: 10am – 8pm

Tuesday, Wednesday, Thursday: 10am – 5pm

Cost

Space Only Stands: AUD\$490 per m² + GST

Shell Scheme Stands: AUD\$550 per m² + GST

Gross Area

The entire exhibition centre: 27,200m²

Exhibitors

Total approx. 1,000

Comprising food, drink and equipment suppliers from Australia and 44 other countries across the globe.

Group stands represented from Argentina, Austria, Canada, Chile, China, Cyprus, France, Greece, Hong Kong, Indonesia, Italy, Korea, Malaysia, Pacific Islands, Singapore, Taiwan, Thailand, USA, New South Wales, South Australia and Tasmania.

Visitors

Total 20,328 comprising retail, foodservice and hospitality buyers from Australia and 47 other countries.

Admission

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

“Fine Food Australia offered key 7-Eleven personnel a great opportunity to catchup and network with our existing equipment suppliers as well as looking at innovative new equipment solutions and options as we look to take our competitive Convenience Offer to the next level. The space and setup was terrific and the phone app was excellent to locate and plan our visit. Well done to FFA and look forward to 2014 in Melbourne!”

Shane McGrath - 7-Eleven - Construction and Procurement.

Organisers

Diversified Exhibitions Australia

Exhibition Director

Jon Perry

Exhibition Manager

Minnie Constan

Exhibition Coordinators

Kate Worrad & Michele Pearce

Exhibition Sales Team

Paul Phelan, Jacqui Summerhill, Carrie Smith

Campaign Manager

Sarah Weitnauer

Operations Managers

Lisa Meehan



2013 Highlights

- Approximately 1,000 exhibitors from 45 countries
- Including exhibitors from Argentina, Australia, Austria, Belgium, Bolivia, Bulgaria, Canada, Chile, China, Colombia, Cyprus, Ecuador, Fiji, France, Germany, Greece, Hong Kong, India, Iran, Italy, Kiribati, Malaysia, Mexico, New Caledonia, New Zealand, Niue, Papua New Guinea, Peru, Samoa, Singapore, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, The Netherlands, Tonga, Turkey, UK, United States, Vanuatu, Vietnam
- Australian group stands included New South Wales, South Australia and Tasmania
- 20,328 buyers (CAB audited)
- 3,199 interstate buyers
- 958 international buyers from 48 countries
- 6,475 Exhibitor Staff
- More than 26,000 people across four days
- Featured in 2013:
 - New Products Showcase
 - Les Toques Blanches MasterClasses
 - Chef’s Studio
 - New Product Tours - For Foodservice & Bakery Professionals
 - Aged Care/Health Care Product Tours & Conference
 - ACF Restaurant of Champions
- Gross space occupied the entire 27,200m² of the Sydney Convention & Exhibition Centre.



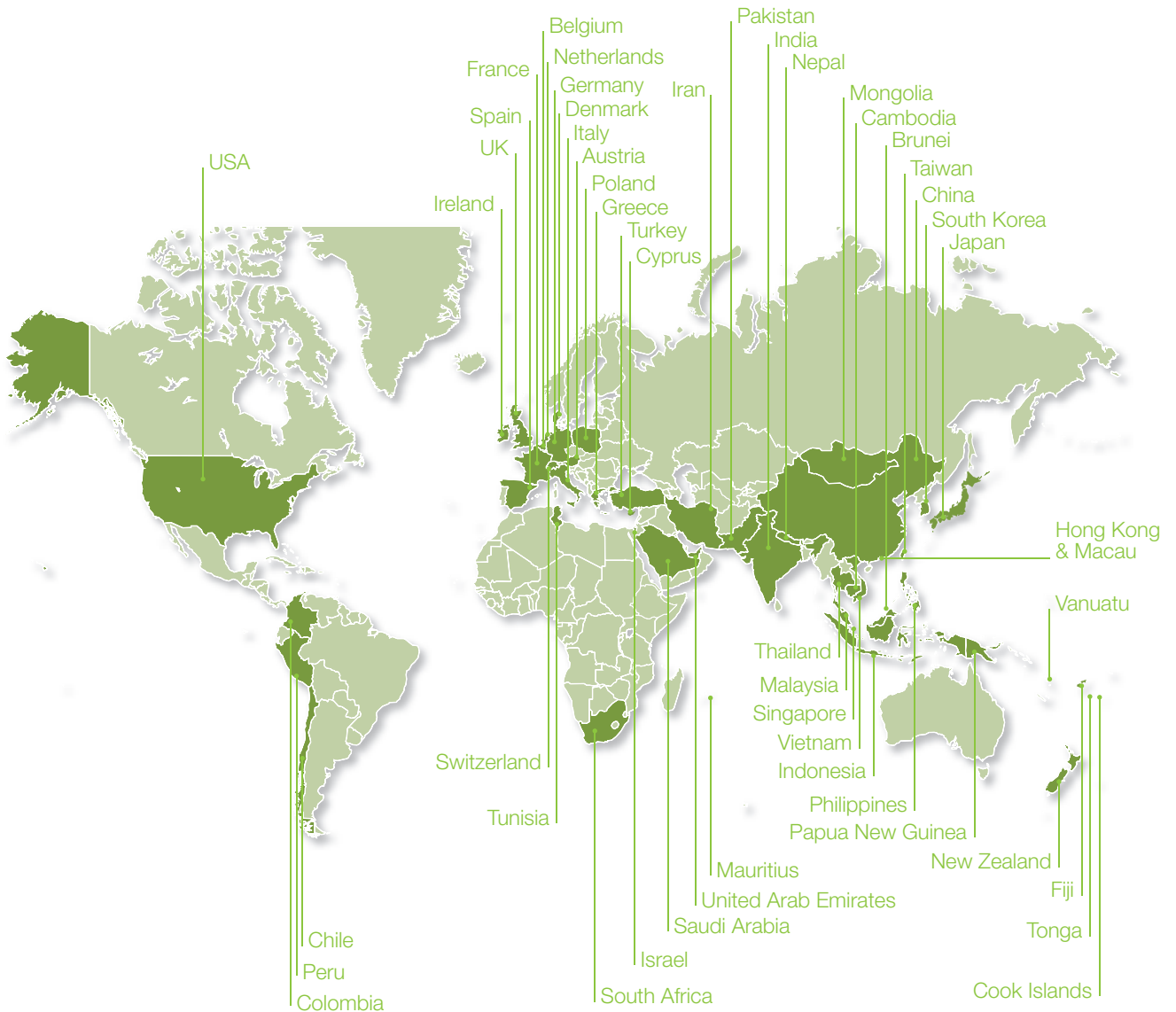
“It was my first time at this show, wonderful location, wonderful Show! Highly impressed with the organisation and level of the show. Well done and hope to be back next year!”

Garbin Professional Ovens, Italy



Bringing Buyers to You

International Buyers



“Marketing and organisation of the whole event was highly praiseworthy. Congratulations!”

Minister Counsellor, Embassy of Peru

Bringing Buyers to You

Analysis by Type of Business – Retail* (% based on single visits)		
Type of Business	# of Responses	% of Attendance*
Bakery/Patisserie	822	49%
Independent Food Store (Specialist Food Store)	309	18%
Supermarket	274	16%
Butcher/Deli/Gourmet Store	188	12%
Convenience Store	85	5%
Total Responses	1,678	100%

Analysis by Type of Business – Hospitality* (% based on single visits)		
Type of Business	# of Responses	% of Attendance*
Restaurant	1,569	28%
Café	1,313	23%
Caterer	594	11%
Hotel/Motel/Accommodation	438	8%
Club/Bar/Venue	610	11%
Education Facility/Canteen	329	6%
Fast Food/Quick Service	388	7%
Healthcare/Aged Care	190	3%
Pizzeria	134	2%
Independent Takeaway	65	1%
Total Responses	7,602	100%

Analysis by Type of Business – General* (% based on single visits)		
Type of Business	# of Responses	% of Attendance*
Manufacturer	1,626	30%
Other	747	13%
Importer/Exporter	1,017	19%
Wholesaler	819	15%
Foodservice Distributor	459	9%
Specialist Distributor	640	12%
Food Broker	92	2%
Total Responses	5,400	100%

*Analysis by Type of Business has been separated into 3 broad areas – Retail, Hospitality and General. A total of 19,695 attendees responded.

Restaurants & Cafes remain the largest category with 2,882 buyers attending, followed by Wholesalers & Distributors with 1,918 buyers and Importer/Exporter with 1,017 buyers.



Bringing Buyers to You

Analysis by Position Title* (% based on single visits)		
Position Title	# of Responses	% of Responses*
Baker	386	1.9%
Barista	346	1.7%
Barperson/Waiter	285	1.4%
Butcher	61	0.3%
Catering Manager	347	1.7%
Consultant	732	3.6%
Cook	793	3.9%
Executive Chef/Head Chef	854	4.2%
F&B Manager	447	2.2%
Food Technologist	325	1.6%
Operations Manager	958	4.7%
Owner/Director/General Manager	5,265	25.9%
Pastry Chef	283	1.4%
Purchasing Manager/Buyer	915	4.5%
Sous Chef/Expediter/Chef De Partie	280	1.4%
Sales/Marketing	2,704	13.3%
Student/Trainee	834	4.1%
Other	1,159	5.7%
No Response	3,354	16.5%
Total Responses	20,328	100%

86% of visitors would recommend, specify, or purchase food and beverage related products and services



Bringing Buyers to You

Analysis by Areas of Interest* (% based on single visits)		
Areas of Interest	# of Responses	% of Responses
Bakery/ Bakery Products/ Specialty Breads	4,163	25.9%
Bakery Equipment	2,778	17.3%
Cakes	45	0.3%
Catering Equipment	4,379	27.2%
Coffee & Tea	4,557	28.3%
Confectionery/ Ice Cream	3,098	19.3%
Dairy	3,213	20.0%
Drinks	4,073	25.3%
Food - Foodservice Products	5,996	37.3%
Food - Retail Products	5,000	31.1%
Food Ingredients	65	0.4%
Food Safety	39	0.2%
Fresh Produce	48	0.3%
Furniture/ Interior Designs	28	0.2%
Gluten Free Food	3,925	24.4%
Gourmet Food	4,654	28.9%
Hospitality Equipment	4,659	29.0%
Information (Legal/ Staffing/ Financial)	16	0.1%
Juices/ Smoothies	41	0.3%
Liquor	2,540	15.8%
Meat & Seafood	3,953	24.6%
Natural & Organic Products	3,775	23.5%
Packaging	4,610	28.7%
Retail Equipment	2,720	16.9%
Salads	34	0.2%
Signage	29	0.2%
Snacks	44	0.3%
Soups/ Sauces/ Dressings	45	0.3%
Technology	53	0.3%
Total Attendees	68,580	



Show Features

Australian Culinary Challenge

Organised by the Australian Culinary Federation (NSW) with major sponsor Fonterra, overall champions were:

Gold Medal Winners

ACF Western Australia
Queensland - The Brisbane Club
ACF Tasmania

Bake Skills Australia National Teams Competition - 2013 Champion Team

TEAM NSW, consisting of Jessica Timpano (Cavallaro's Sweet Indulgence) and John Reminis (Bakehouse Delights), and managed by John Baker (Illawarra Institute of TAFE).

Goldstein Eswood Smartchef Cooking Competition Winner

Team Gemini, consisting of Mark DePilla and Nola Puppa from Gemini Catering Equipment, and Michael Demagistris and Storm Oxborough of Sorrento Golf Club.

Chux Barista Cup

Fine Food Australia hosted Round 2 and the Grand Final of the 2013 Chux Barista Cup, with overall winner being:

Muki Yeung

of Ducale Coffee

Food 4 Thought Zone

Food 4 Thought partners (Simplot, Fonterra, Tip Top and Don/KR Castlemaine) ran a rich program of seminars and masterclasses from their stand, covering a range of topics. Sessions ran on all show days and were free to attend.

Les Toques Blanches MasterClasses

The exclusive international association for Executive Chefs held masterclasses and seminars sharing inspiration and knowledge at Fine Food Australia. Held on the show floor in a full sized working kitchen this exclusive feature was the ticket to learning the hottest new techniques and food combinations from renowned local and internationally based chefs.

Headlining Chefs:

Emmanuel Forcone (Italian Pastry Champion, "the Artistic Sugar maestro)

Nick Blackmore (Herbert Smith Freehills)

Domenico Tellatin (Careers Australia)

Les Toques Blanches feature was proudly sponsored by **Bulla, Moffat, Robot Coupe, Bluestone Recruitment, Trenton International & Maxwell & Williams**

New Product Showcase

An interactive initiative showcasing the best new products to hit the food industry in the last 12 months. Located on the mezzanine level, this was the place to find all things new in foodservice, catering, retail and bakery! From the New Product Showcase visitors were directed to the exhibitor's stand to learn more about their products.

Official Great Aussie Pie Competition

From more than 1500 entries, the 24th annual national competition winners were:

Overall Gourmet Winner

Seafood Marinara, Bremen Patisserie, Umina, NSW

Overall Plain Meat Pie Winner

Bread Provisions, Wangara, WA

PRODUCT TOURS

In 2013, targeted tours of the show for visiting chefs, restaurateurs and bakers were hosted by Foodservice, Hospitality & Baking Business Magazines. Commencing from the New Products Showcase, free tours ran twice daily on Monday and Tuesday.



Best New Product Awards

Best New Hospitality Equipment

Winner

Cookon Commercial Catering Equipment – Kay Bee Battery Operating Oil Filter Machine

Finalists

Winterhalter Australia – Winterhalter PT Series | Scott’s Ice Australia – MVH460 Ice Machine R290 Refrigerant

Best New Bakery Product

Winner

Pac Food – Biodegradable Piping Bags

Finalists

Perfect Food Manufacturing – Julie’s Biscuits | Pac Trading – Wooden Baking Moulds

Best New Retail Product

Winner

Chenco Foods – Yum Cha Prawn & Chive Wonton

Finalists

Cape Foods – Pop Corners | Blue Spice Co – Thai Curry Cooking Sets

Best New Foodservice Product

Winner

Lotus & Ming – Rustic by Lotus & Ming

Finalists

FruitBroo – FruitBroo range of hot drinks | Simpson Farms – Australian Avocado Pulp

Best New Australian Made Product

Winner

Stoddart Manufacturing – Woodson Mobile Ventilation Station

Finalists

Sugar Free Solutions - Sugar Free Vanilla Cake | Itha’s Puddings & Gourmet Foods – Puddings

Well done on your App!!!!!! it was very useful. We downloaded upon our arrival and used it to find everything on the day. Fantastic.

Brian V , Ops Manager, Tooronga Zoo

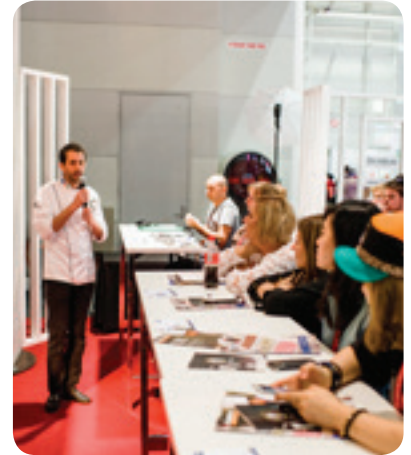
The show allowed our customers who only knew us on-line to see the real us.

Melvin Wee – Director, Sushi Machines Pty Ltd



Key Visitor Statistics

- **86.7% of visitors** recommend, specify or purchase food and beverage related products and services
- Of these the mathematical average annual spend is **\$380,595**
- Based on 16,085 unique visitors, this provides for a total market spend of **\$6.1 billion**
- **Over 71%** of visitors have a high level of influence or the final say on purchases for their business
- **97.5% of visitors** attend Fine Food Australia to compare products and suppliers
- **97.7% of visitors** attend Fine Food Australia to generate new ideas for their business
- **92% of visitors** attending Fine Food Australia were satisfied or very satisfied given their reason to visit



Our survey indicates over 89% of visitors would recommend Fine Food Australia to a peer or colleague



The average annual spend per visitor at Fine Food Australia 2013 was \$380,595, providing for an estimated annual market spend of \$6.1 billion

Key Exhibitor Statistics

- Top four reasons to exhibit at Fine Food Australia 2013 were:
 - Generating high value & large volume sales leads
 - Increasing brand & product awareness
 - Meeting existing customers, suppliers & networks
 - Engaging with current distributor's network
- **84.3% of exhibitors** were satisfied or very satisfied with the exhibition given their reasons to exhibit
- **84.9% of exhibitors** were satisfied or very satisfied with the quality of visitor
- **76% of exhibitors** were satisfied or very satisfied with the number of visitors

“We at BioRenew participated at Fine Foods 2013 in Sydney. We were busy all of the hours of opening and would recommend participation by all!”

Michael Webber – COO

“Fine Food Sydney allowed us to provide a first class arena for networking opportunities. To meet our Distributors from all over Australia and New Zealand in one excellent venue, is very rewarding.”

Terry Randall MD – FSM



Upcoming Shows

Fine Food Australia

15 – 18 September 2014
Melbourne Convention & Exhibition Centre



Fine Food Queensland

13 – 15 April 2014
Brisbane Convention & Exhibition Centre



Fine Food India

11 – 13 December 2013
Pragati Maidan Exhibition Complex, New Delhi



Fine Food New Zealand

22 – 24 June 2014
ASB Showgrounds, Auckland



For more information visit
www.finefoodaustralia.com.au

“Fine Food Australia is a valuable event for those wishing to source high quality products and equipment for their business. Whether you are a start-up or established business, Fine Food can assist in everything from the latest in equipment to sourcing the best products”

G Ferrone, Lava Espresso

“I thoroughly enjoyed my first show - thanks! The highlight was definitely meeting small independent suppliers. I’m already looking forward to the next show!”

Shelley Franklyn, Trufflepig Catering & Events