



8-11 September 2025
ICC Sydney

Post Show Report

As Australia's leading trade event for the food industry, Fine Food Australia brings together professionals from the foodservice, hospitality, and retail industries. For more than 40 years, it has been where the industry gathers to discover, connect, learn and innovate.

HEADLINE STATS

21,313

Total Visitor Attendance

926

Exhibitors

1,780

International Visitors

+11% vs 2024

42,514

Leads Captured

+20% vs 2024



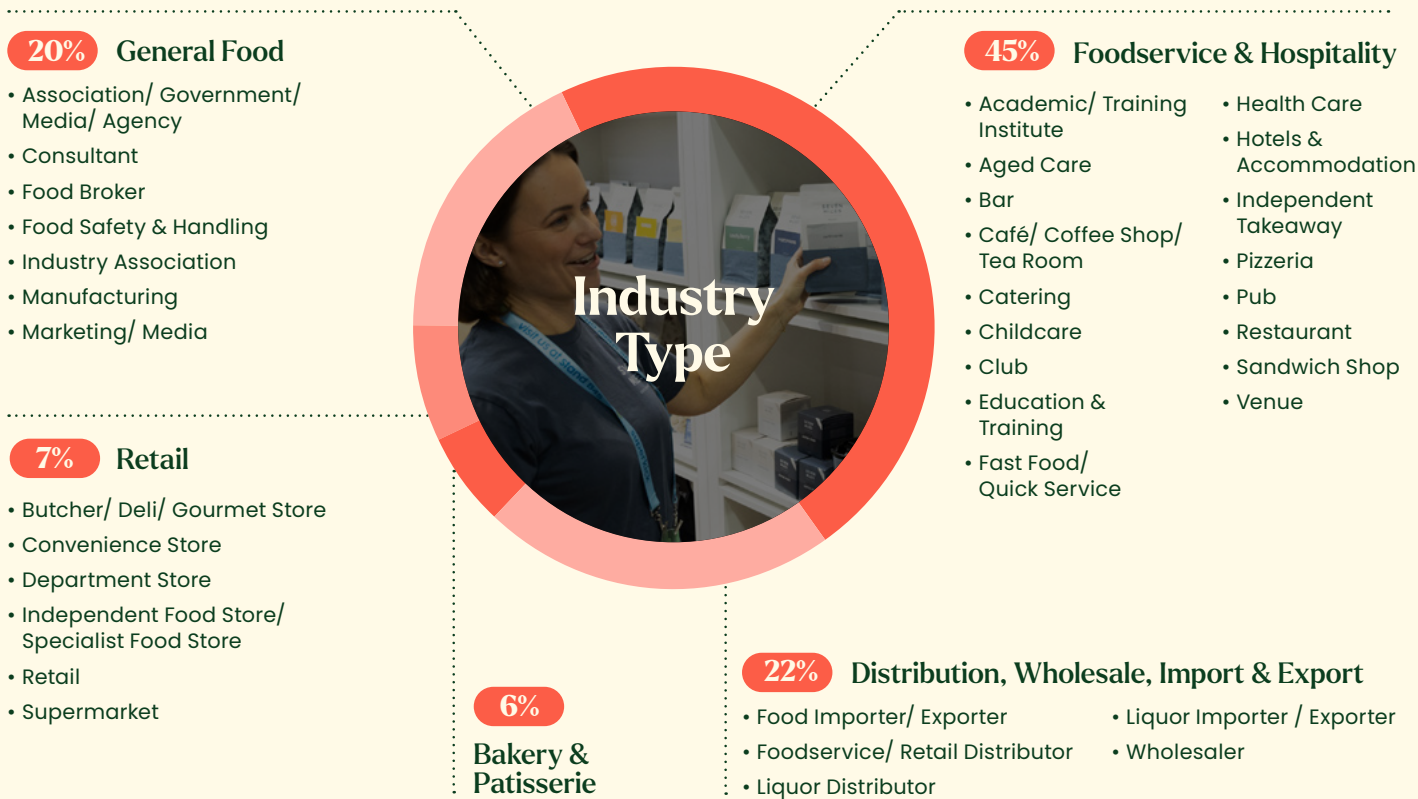
STRATEGIC PARTNER



RETURNING TO MELBOURNE IN 2026

Our Visitors

In 2025, we introduced a new visitor validation process to ensure Fine Food Australia remained a curated space for industry professionals. This focus delivered stronger, quality connections for visitors and exhibitors.



Top Visiting Objectives



To source new suppliers, products or services



To see new products and innovations



To identify new opportunities or products



To keep up to date with market trends



95%
of Visitors

consider attending Fine Food Australia important to their business

Top Visiting Companies

- ALH Group
- Australian Venue Co
- Bidfood
- Compass Group
- Costco Wholesale
- Crown Resorts
- Delaware North
- dnata
- Emirates
- Hunter St. Hospitality
- IGA
- McDonald's
- Merivale
- Metcash
- Nestle
- Olam
- PFD Foods
- Qantas
- Sodexo
- Sysco
- Woolworths
- Zambrero

" I look forward to attending Fine Food Australia every year. It's the best way to discover new brands and innovations both for myself and to recommend to my clients! "

2025 ATTENDEE

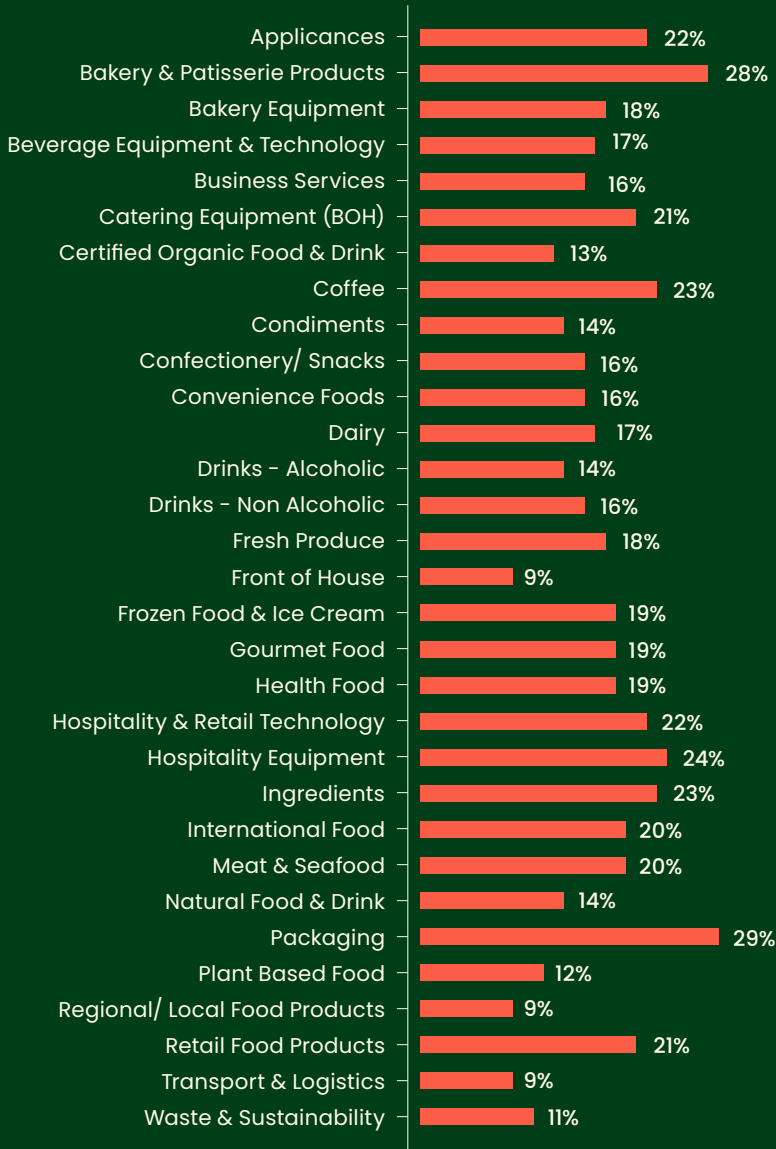


71%
of Visitors

are likely to purchase a product or service from an exhibitor

Product Areas of Interest

This includes multiple selections per visitor



7/10 Visitors
had joint or sole
purchase responsibility
for their business

+8% vs 2024



8 Hours
Average visitor
dwell time

+43% vs 2024



95%
of Visitors

were satisfied with
Fine Food Australia

Top Job Functions

19% Owner/Proprietor
+4% vs 2024

17% Manager
Manager, Catering Manager,
Food & Beverage Manager

13% Chefs
Executive Chef, Head Chef, Pastry
Chef, Sous Chef, Expediter, Chef de
Partie, Chef or Cook, Sommelier

10% C-Level Management,
GM, Director
+4% vs 2024

59%
of Visitors

were key decision makers
for their business



"A must visit Food event for all things Food retailing & hospitality. A terrific way to see a lot of products, packaging, equipment, suppliers, innovation all in a one stop shop."

2025 ATTENDEE




Our Exhibitors

"Participating in Fine Food Australia was a fantastic experience. The exhibition gave us the opportunity to connect with high-quality buyers and distributors from different regions, and the feedback on our products was very positive. It's a professional and well-organized event that truly helps brands grow their presence in the international market."

2025 EXHIBITOR

As a result of exhibiting at Fine Food Australia 2025, exhibitors on average:

+4% vs 2024

Captured  **74 qualified leads**



+53% vs 2024

Expect to generate **\$943,188 in total value** of sales



93%
of Exhibitors

Consider Fine Food Australia important for their business



92%
of Exhibitors

met their objectives for exhibiting at the event



Increasing Brand & Product Awareness

Was the main objective of exhibiting at Fine Food Australia



\$81,400
Average Value

Visitors intend on purchasing as a result of attending Fine Food Australia

+250% vs 2024



93%
of Exhibitors

were satisfied with the quality of attendees that visited their stand



New Features in 2025



Hospitality Hub

The Hospitality Hub was a space to connect, collaborate and do business. In response to growing demand for a functional meeting space, the Hub offered a semi-private space for professionals to step away from the show floor and dive into real business conversations. Hosting **113 meetings** over four days, this is where introductions turned into opportunity.



Returning to Melbourne in 2026

Show Tours

In 2025, we introduced show tours designed for busy professionals short on time, offering a curated introduction to the show's highlights based on their product interest. **Four tours** were on offer; Future Patisserie Trends, Hospitality Trends, Tech & Innovation, and International Food Trends. Across two days, **75 participants** joined an expert-led tour packed with practical insights, personalised tips, and a fresh way to discover what's new in food and hospitality.

New Event App

In 2025, we introduced a new event app which was a hub for everything happening at the show. With **9,770 downloads** and **461 meeting requests** sent, the app helped attendees and exhibitors schedule one-on-one meetings, create personalised agendas, explore "what's on" and stay up to date with show highlights.



Marketing Highlights

(May-September 2025)

WEBSITE VIEWS

751^K

Website Visits
+7% vs 2024

EXHIBITOR DIRECTORY

272.9^K

Online Visits
+5% vs 2024

SOCIAL MEDIA

933^K

Combined Organic Impressions



1,800
Event Invitations
sent to new hospitality businesses

17.7^K

Followers
+5% since 30 Sept 2024

12.4^K

Followers
+14% since 30 Sept 2024

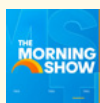
7.1^K

Followers
+27% since 30 Sept 2024



42.1^M
Total reach from PR activity

Featured in



"Fine Food Australia was a great opportunity to meet prospective new customers, if you are not there you won't meet them!"

2025 EXHIBITOR

Thank you to our Sponsors & Partners

"As a nascent hospitality entrepreneur, attending Fine Food was an inspiring experience. I gained valuable insights into the industry and began building a network that is already proving to be a real asset for my journey."

2025 ATTENDEE

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Next Event

31 August – 3 September 2026

Melbourne Convention & Exhibition Centre



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