



2-5 Sept 2024

Melbourne Convention & Exhibition Centre

HEADLINE STATS

24,787

Total Visitor Attendance

950

Exhibitors

1,606

International Visitors

Post Show Report



“ Stay up to date, on trend and a step ahead of your competition by ensuring that you set time aside each year to visit Fine Food Australia. A definite must for everyone involved in the food industry. ”

2024 ATTENDEE

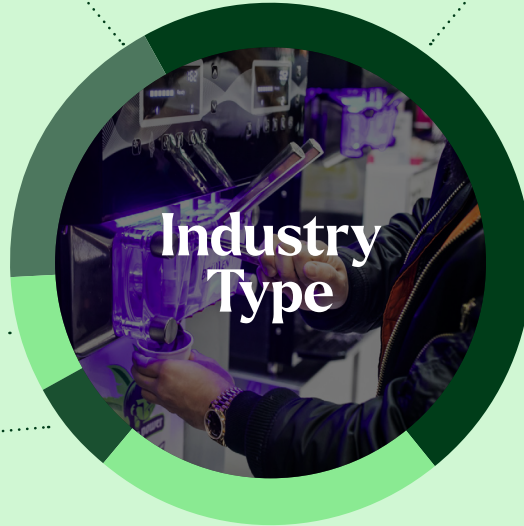
STRATEGIC PARTNER



Our Visitors

"If you want to know how much Australia cares about good food and drink, and how we value creativity, craftsmanship, come to Fine Food Australia."

2024 ATTENDEE



Distribution/Wholesale/ Import/Export 18%

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

Foodservice & Hospitality 47%

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

Bakery/ Patisserie 7%

Retail 6%

- Butcher/ Deli/ Gourmet Store
- Convenience Store
- Independent Food Store/ Specialist Food Store

- Retail
- Supermarket/ Convenience Store /Department Store

General Food 22%

- Association/ Government/ Media/ Agency
- Consultant
- Food Broker

- Food Safety & Handling
- Industry Association
- Manufacturing
- Marketing/ Media

Top Visiting Objectives



To see new products and innovations



To keep up to date with market trends



To source new suppliers



To network amongst the industry



96% of Visitors

were satisfied with Fine Food Australia

Top Visiting Companies

- Coles
- Bidfood
- Merivale
- Sodexo
- ALH Group
- dnata
- Delaware North
- PFD Food Services
- Metcash
- Costco Wholesale
- Cater Care
- O'Brien Group
- Woolworths
- Compass Group
- Venues Live
- Australian Venue Co.
- Crown Resorts
- Emirates Leisure Retail
- Qantas Airways Limited
- Endeavour Group
- Lucas Group
- Star Group

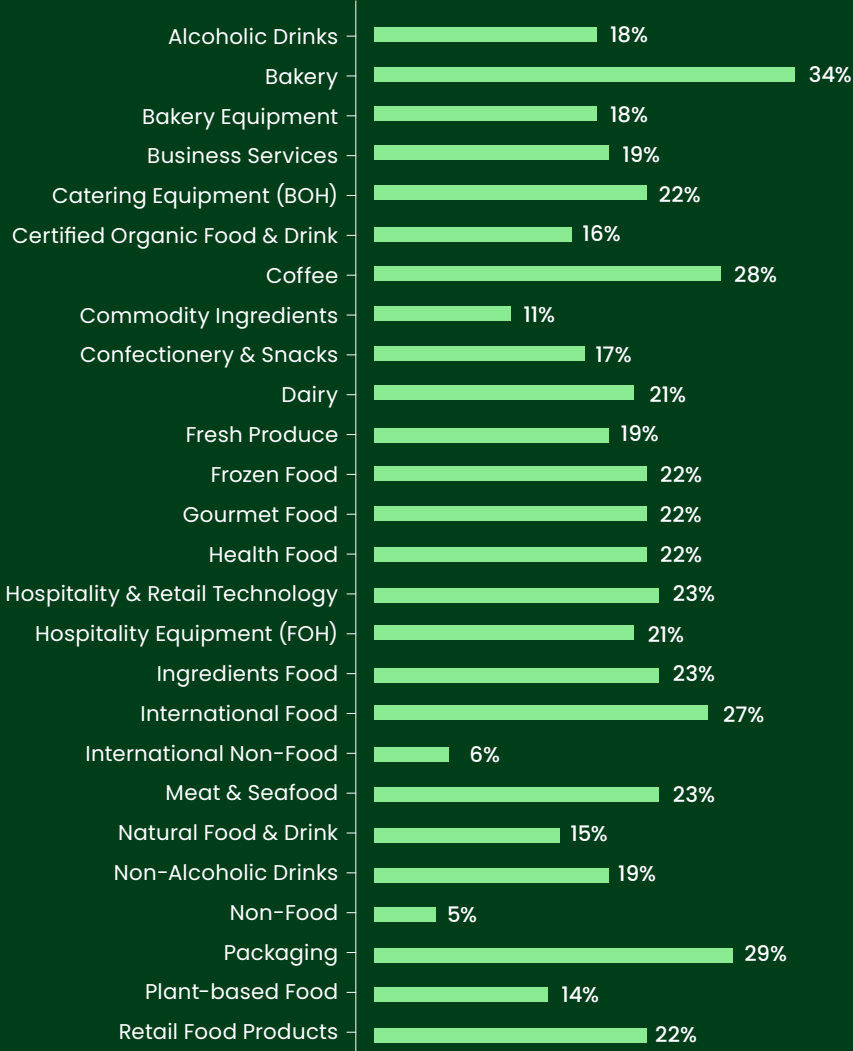


7/10 Visitors

are likely to purchase a product or service from an exhibitor

Product Areas of Interest

This includes multiple selections per visitor




95%
of Visitors
consider attending Fine Food
Australia important for
their business


5 HR 43 MIN
Average visitor dwell time
at Fine Food Australia

Top Job Functions



**Owner /
C-Suite / Director**
Proprietor, C-Level
Management, GM



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



Manager



**Operations,
Sales, Marketing**



**Purchasing
& Buying**

“ Fine Food Australia is a great chance for people in the industry who don’t get a chance to see new technologies and products to be able to see what exactly is going on in the industry. It’s great to be able to network with suppliers and producers and other people in the industry to gain insight and improve your business.”

2024 ATTENDEE



Our Exhibitors

"Fine Food Australia provided a new experience for me to understand the character of consumers in Australia both in terms of their preferences and the expectations they want from food and drinks now and in the future. The event also brings us together with distributors and retail stores both locally and across Australasia so our business network grows."

2024 EXHIBITOR

As a result of exhibiting at Fine Food Australia 2024, exhibitors on average:

Captured  71 qualified leads



Expect to generate **\$616,330** in sales on average as a result of exhibiting



96%
of Exhibitors

feel that Fine Food Australia is important to their business



88%
of Exhibitors

were satisfied with the quality and quantity of attendees that visited their stand



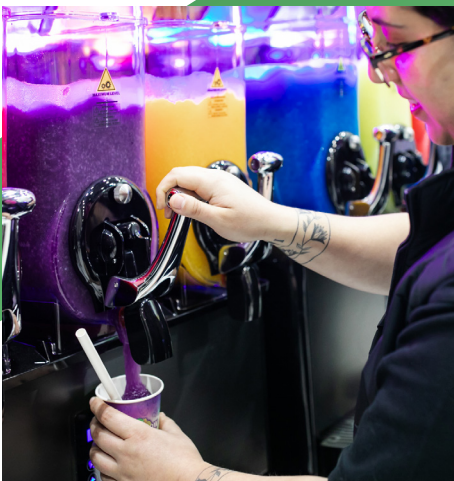
Increasing Brand & Product Awareness

Was the main objective of exhibiting at Fine Food Australia



96%
of Exhibitors

were satisfied they met the right buyers



\$23,227

is the average total value of orders visitors placed/purchases made whilst at the event



New Features in 2024



Fine Food Takeaway

Designed to help first time attendees navigate Fine Food Australia with confidence, Fine Food Takeaway was a new feature created to connect first-time attendees with industry experts based on what product they hoped to explore at the show. Throughout the event campaign, **2,000** calls were made to new attendees' and **250** round table sessions were held during throughout the show. Bakery, catering equipment, marketing tips, industry trends and sustainability were the popular sessions requested.



40 Years of Food Connections

This year, we celebrated 40 years of food connections as we honoured the past, celebrated the present, and charted a course for the future. We highlighted **11** long-standing partners and exhibitors in our 40th campaign through video and written content, highlighted our journey through an onsite gallery, and brought more than **850+** industry professionals together for an evening of networking at our 40th celebration event, which was voted the most popular feature of our 2024 event by visitors.

Marketing Highlights

WEBSITE VIEWS
MAY-SEPT 2024

705k

Website Visits

+5% vs 2023

EXHIBITOR
DIRECTORY

261.1K

Online Visits

+5% vs 2023

COMBINED SOCIAL
MEDIA REACH

403.7K

Total Reach

During May-Sept

FACEBOOK

16.9K

Followers

+5% since 30 Sept 2023

INSTAGRAM

10.9K

Followers

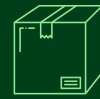
+32% since 30 Sept 2023

LINKEDIN

5.6K

Followers

+ 46% since 30 Sept 2023



40
PR Boxes

filled with exhibitor products were sent to industry influencers, key buyers & media



500
Street Posters

distributed in targeted areas of high foodservice & hospitality venue areas

Our Media Partners



hospitality
magazine

RetailWorld

BROADSHEET

BAKING
BUSINESS



" Having attended the show as an exhibitor and attendee, I am still amazed how much we learn every time we visit current suppliers and new ones. Love the atmosphere, meeting new businesses and love the vibe that show offers. Best Hospo Show in Australia."

2024 EXHIBITOR