



8-11 September 2025  
ICC Sydney

# Join the Ultimate B2B Food Event in 2025

Organised by

**diversified**  
COMMUNICATIONS • AUSTRALIA





# About The Show

Fine Food Australia is the nation's leading tradeshow for the foodservice & hospitality industry. Featuring 12 diverse product segments represented from food, retail technology, catering equipment, bakery, and more, the show offers unparalleled access to 24,000+ professionals across various foodservice industries including, hospitality, retail, distribution and catering.

Running for more than 40 years, Fine Food Australia is a unique opportunity for your business to reignite conversations, showcase innovation, and connect face-to-face with key decision-makers. With its global reach, the event offers access to an international audience, fostering global partnerships and expansion opportunities. Connect with chefs, restaurateurs, food operators and more, seeking new kitchen equipment, business solutions and new food products





# Our Audience

As the largest food trade event in Australia, your brand will be showcased to **24,000+** key decision makers looking to source new products, discover innovations and discuss the everchanging needs of our industry.

From Chefs and Owners, to Directors and Purchasing Managers, Fine Food Australia is the platform connecting the foodservice and hospitality industry face-to-face.



**24,787**

Total Visitor Attendance in 2024

**1,606**

International Visitors in 2024

**96%** OF VISITORS are satisfied with their experience at Fine Food Australia

**95%** OF VISITORS consider attending as important for their business

SOURCING **NEW PRODUCTS AND INNOVATIONS** AND **STAYING UP TO DATE WITH MARKET TRENDS** WERE THE MAIN REASONS FOR ATTENDING



## Top Job Functions



**22%**  
Owner /  
C-Suite / Director



**18%**  
Chefs



**16%**  
Manager



**18%**  
Operations, Sales,  
Marketing



**7%**  
Purchasing  
& Buying

## Top Visiting Companies in 2024

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

# Our Audience

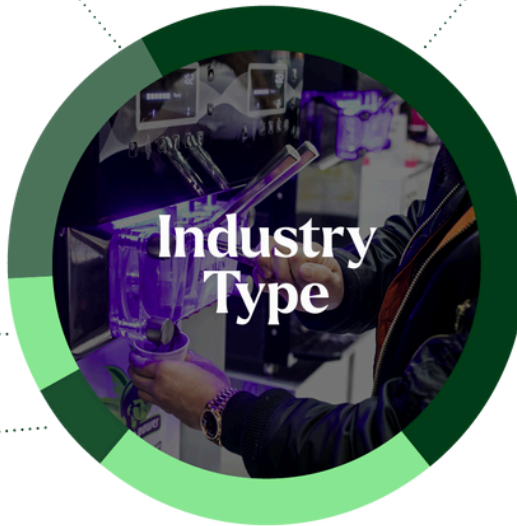
## Distribution / Wholesale / Import / Export 18%

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

## Bakery / Patisserie 7%

## Retail 6%

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



## 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

## General Food 22%

- Retail
- Supermarket / Convenience Store / Department Store
- Association / Government / Media / Agency
- Consultant
- Food Broker
- Food Safety & Handling
- Industry Association
- Manufacturing
- Marketing / Media

## Online Audience 2024

WEBSITE VIEWS  
MAY-SEPT 2024

**705k**

WEBSITE 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



# Why Exhibit

As an exhibitor at Fine Food Australia, your business will gain access to connect with influential industry professionals and decision-makers.

As an essential platform for your businesses to showcase new products, generate new leads and establish business opportunities, you will meet face-to-face with a diverse audience of key buyers from across Australia, New Zealand and beyond.

## What Our Exhibitors Think

96%

**OF EXHIBITORS** consider exhibiting important to their business

88%

**OF EXHIBITORS** were satisfied with the quality and quantity of visitors to their stand

\$616,330

Exhibitors expect to generate in sales as a result of exhibiting



## Reasons To Exhibit



**Generate new sales leads** as the entire foodservice industry meets over four days



**Capitalise** on new business opportunities



**Connect** face-to-face with industry peers as well as existing and potential new customers



**Showcase your products** to buyers seeking innovative solutions



**Grow your presence** in the Australian and international market



**Align your brand** with major operators who continue to exhibit annually