



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
- Abory 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

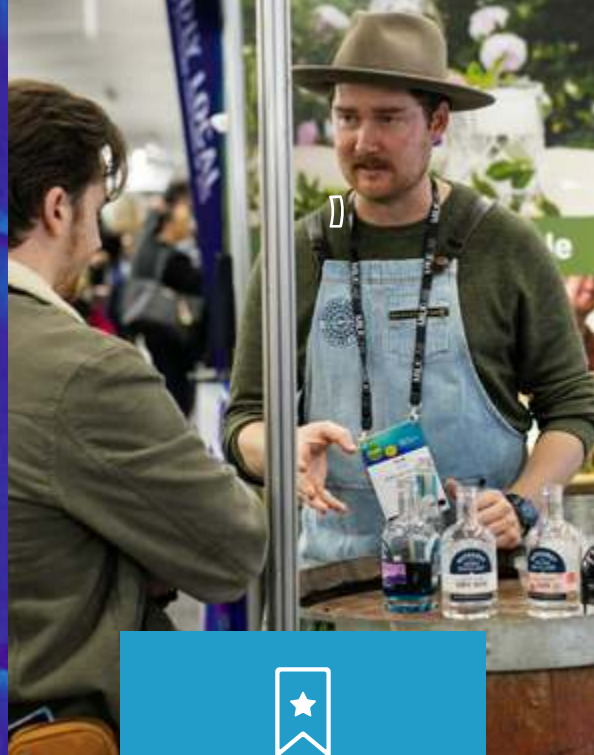
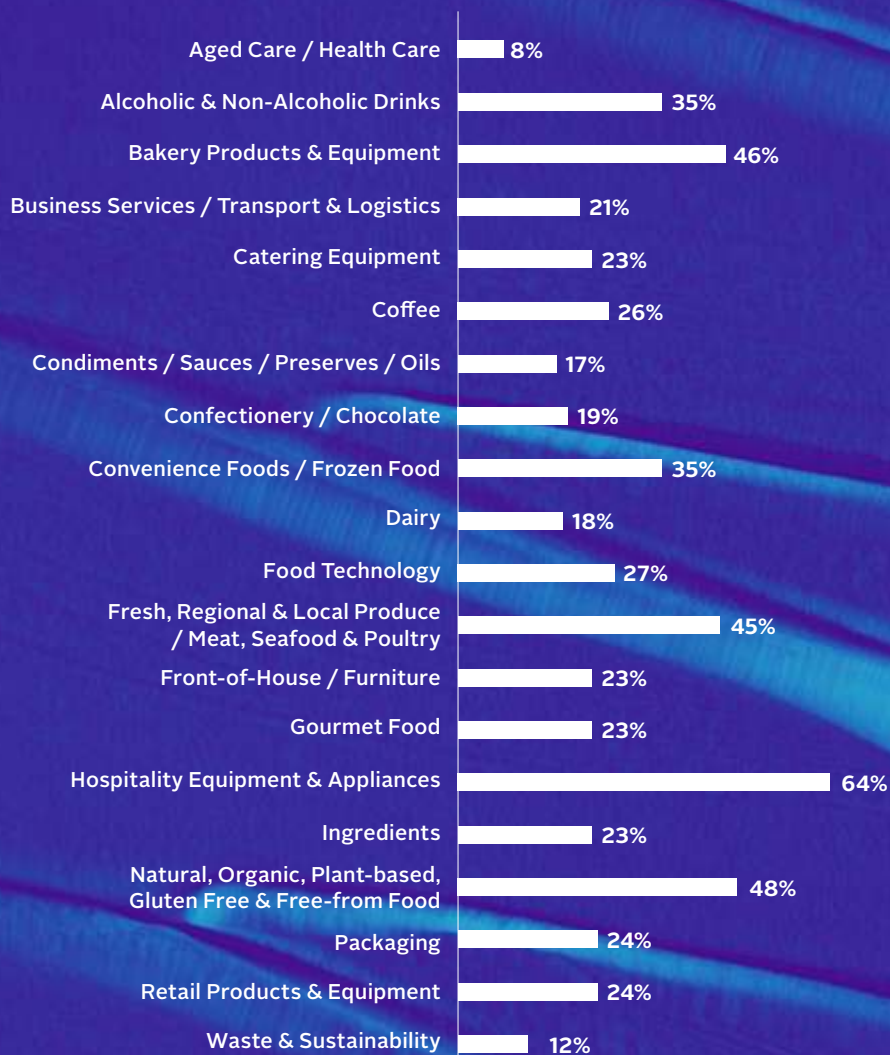


**7/10**  
VISITORS

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



**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**



**Consultant**



**Catering Manager/ F&B Manager**



**Operations**



**Purchasing and buying**

"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

**MILKLAB**

## Strategic Partner

**MADE IN VICTORIA**

**VICTORIA**  
State Government

## Major Sponsors

**BioPak**  
It doesn't cost the earth

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FINE FOOD

**Frank**  
Bare Oil  
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oil2u

## Sponsors



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ESTD 1869

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ITALIAN TRADE AGENCY

**KHQ**  
LAWYERS

**moi**  
INTERNATIONAL



**FOOD INDUSTRY FORESIGHT**

**FSAA**  
FOOD SERVICE ASSOCIATION OF AUSTRALIA

**NAFES**  
National Association of Food Equipment Suppliers Limited



**100 YEARS**  
1922-2022  
Restaurant & Catering

**straight to the source**

**vanrooy**  
ESTABLISHED 1976



**NEXT EVENT**

**11-14 SEP 2023**

ICC Sydney

**Contact the team now**

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[finefoodaustralia.com.au/exhibit](http://finefoodaustralia.com.au/exhibit)



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