



Show Report

Fine Food New Zealand



13–15 June 2010
ASB Showgrounds, Auckland

Introduction

The inaugural Fine Food New Zealand was successfully staged at The ASB Showgrounds in Auckland from 13–15 June 2010.

Fine Food New Zealand featured the latest food and beverage products from New Zealand and around the world. The overall event was judged an outstanding success by both exhibitors and visitors.

Highlights include:

- 1 244 exhibitors from 12 countries
- 2 5,734 buyers
- 3 Strong representation from retail, foodservice and hospitality sectors
- 4 Widespread media recognition

As organisers of this event, North Port Events and Diversified Exhibitions Australia have a commitment to bring buyers and sellers together in a professional environment that generates business. To measure the success of each show we commission a survey of visitors and exhibitors and present the results in this show report. Our research enables us to monitor the audience quality generated by our promotional campaign.

Source

The statistics for this report were sourced from visitor registration forms and a visitor survey and exhibitor survey conducted after the event. Extracts from all sources are available on request to support quoted statements and statistics.

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Exhibition Profile

Fine Food New Zealand is an international trade exhibition for the retail, foodservice and hospitality industries. It is part of the Fine Food group of exhibitions that include Fine Food Australia, Fine Food Western Australia and Fine Food Queensland.

Venue

ASB Showgrounds, Auckland, New Zealand

Dates

13–15 June 2010

Hours

Sunday 10am – 5pm,

Monday 10am – 5pm,

Tuesday 10am – 5pm

Cost

Unserviced (Space Only) stands: NZ\$300 per m²

Serviced Stands: NZ\$330 per m²

Gross Area

Halls two, three and four of the ASB Showgrounds,
Auckland (8552 square metres gross)

Exhibitors

Total 244. Comprising food, drink and equipment suppliers from New Zealand and 11 other countries; Australia, Germany, Hong Kong, India, Italy, Korea, Slovakia, Singapore, Sri Lanka, Thailand, and USA.

Visitors

Total 5,734. Comprising retail, foodservice and hospitality buyers from New Zealand

Admission

Restricted to persons in the food, drink and equipment trade. Persons not in these categories including children were not admitted. Admission was free with prior registration, otherwise \$20, at the door.

Special Show Features

NZ Chefs Association Gourmet Pacific Challenge

Fine Food New Zealand provided the perfect vehicle for our competitions – the NZCA Gourmet Pacific Young Professional's Challenge and The New Zealand International Culinary Challenge 'Battle of the Tasman' – two great competitions with the added bonus of the New Zealand Youth and National teams both lifting the respective trophies. The show itself was everything we had hoped for. It attracted large numbers of high quality visitors, many of whom were key decision-makers, and it exposed our members to a huge range of new food products and ideas. There really was something for everyone at Fine Food New Zealand 2010.

Gary Miller – Vice President
New Zealand Chefs Association

Baking Industry Association of New Zealand

Fine Food was clearly a success for the Baking Industry Association. Our baking competition was a very popular attraction and gave all those who entered, the recognition they deserved for their efforts. It was the first time we have judged it live and it went exceptionally well. We met a lot of potential new members for our organisation and were able to showcase our services to a wide variety of traders. There are hundreds more people who know who we are now and the benefits of this kind of exposure will flow on for us long after the show.

Belinda Jeursen – Executive Officer
BIANZ

Best New Product Awards

A special feature of Fine Food New Zealand was the inaugural Best New Product Awards, which assessed dozens of new food, beverage, foodservice and hospitality products against a range of criteria including taste, visual appeal, degree of innovation, functionality and value. The winners were:

Best New Retail Product

Sponsored by Supermarket News

Tasman Bay Food Group for Natures Harvest Organic Cookies

Best New Hospitality Food or Drink Product

Sponsored by Food & Beverage Today

Waitaki Bacon and Ham for their Pure Pork Sausages

Best New Foodservice Product

Sponsored by Restaurant & Catering News

NZ King Salmon for their Frozen Salmon Fillet Portions

Best New Hospitality Equipment Product

Sponsored by Hospitality Magazine

Arc Distribution for Slide Control

"The show itself was everything we had hoped for. It attracted large numbers of high quality visitors..."

Special Show Features

(Continued)

Best Stand Awards

.....
Best shell scheme stand:

Barker's

.....
Best custom stand:

Chevalier Produce

Product Worlds

To help buyers find areas of interest quickly and easily, the exhibition was split into a number of special product areas. These included Bakery, Catering Equipment, Dairy, Drinks, Gluten-Free and Meat & Seafood.

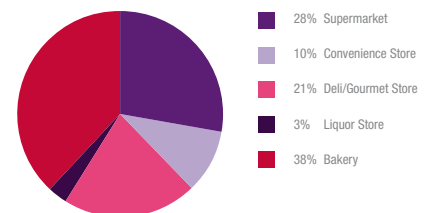
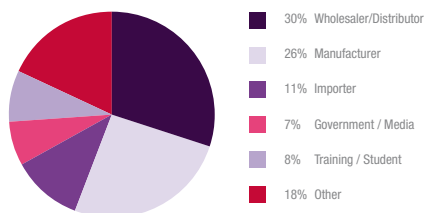
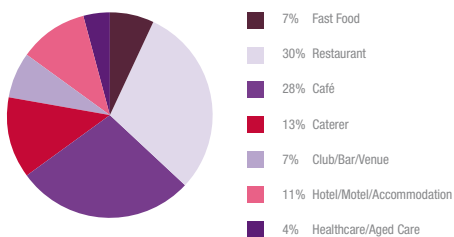
Fine Food is the definitive event for the foodservice, retail and hospitality industries

Visitor Analysis

A total of 5,734 buyers attended the exhibition over the three days.

Buyers came from a broad range of industry sectors. For statistical purposes these have been divided into retail, hospitality and general categories. Results indicate a good balance between industry categories. Restaurants were the largest category with 734 buyers attending followed closely by cafes with 695 and wholesalers and distributors with 684.

Hospitality	2476 Visitors	General	2,325 visitors	Retail	669 visitors
Fast Food	7%	Wholesaler / Distributor	30%	Supermarket	28%
Restaurant	30%	Manufacturer	26%	Convenience Store	10%
Café	28%	Importer	11%	Deli / Gourmet Store	21%
Caterer	13%	Government / Media	7%	Liquor Store	3%
Club / Bar / Venue	7%	Training / Student	8%	Bakery	38%
Hotel / Motel / Accommodation	11%	Other	18%		
Healthcare / Aged Care	4%				



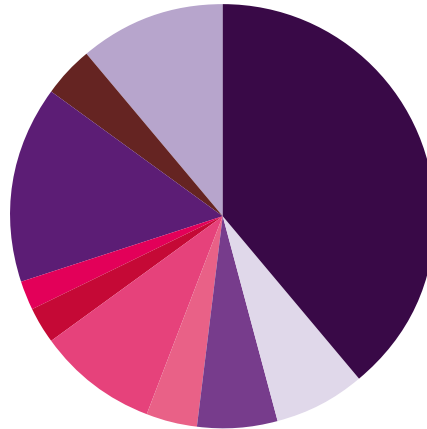
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Visitor Analysis

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Job Function

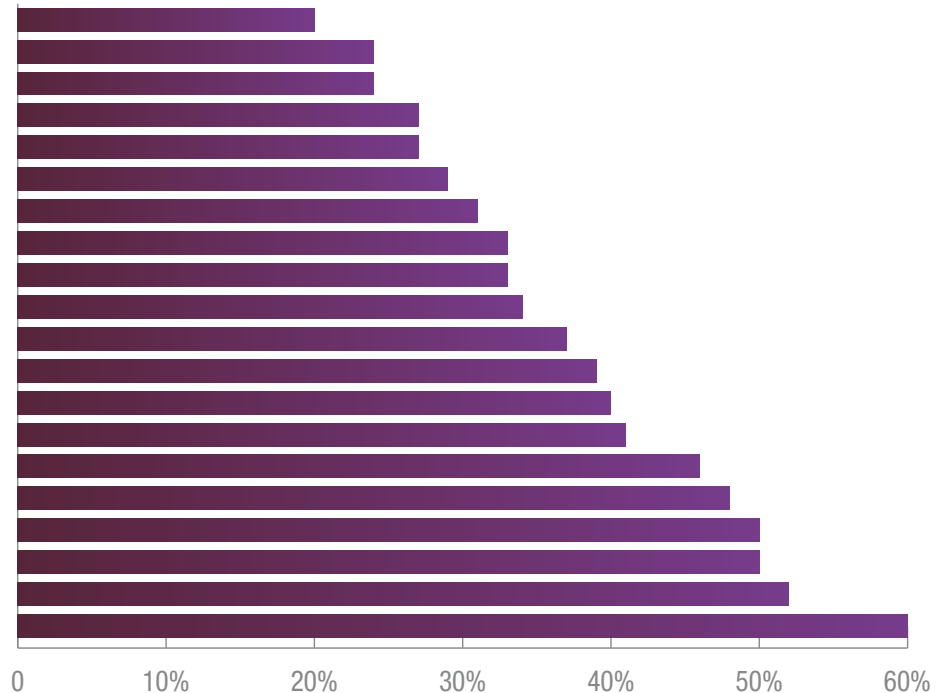
Owner / Director / General Manager	39%
Operations Manager	7%
Purchasing Manager / Buyer	4%
F&B Manager / Executive Chef	6%
Chef / Cook	9%
Baker / Patisserie	3%
Barperson / Waiter	2%
Sales / Marketing	15%
Student	4%
Other	11%



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15%	Sales / Marketing
4%	Student
11%	Other

Areas of Interest

Bakery Equipment	20%
Confectionery	24%
Liquor	24%
Retail Equipment	27%
Food Safety & Handling	27%
Packaging Equipment	29%
Product Packaging	31%
Packaging Solutions	33%
Bakery	33%
Dairy	34%
Coffee	37%
Drinks	39%
Gluten Free	40%
Natural & Organic Products	41%
Catering Equipment	46%
Meat & Seafood	48%
Food – Retail Products	50%
Hospitality Equipment	50%
Gourmet Food	52%
Food – Foodservice Products	60%

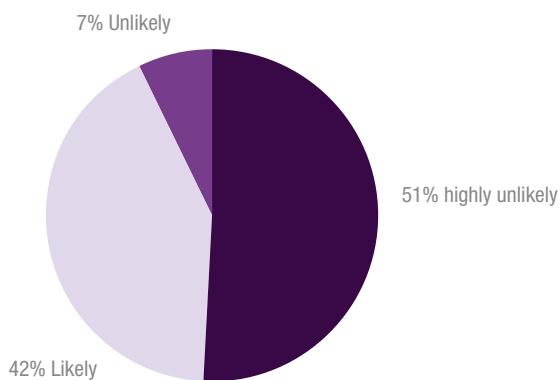


Restaurants were the largest category of visitors followed closely by cafes

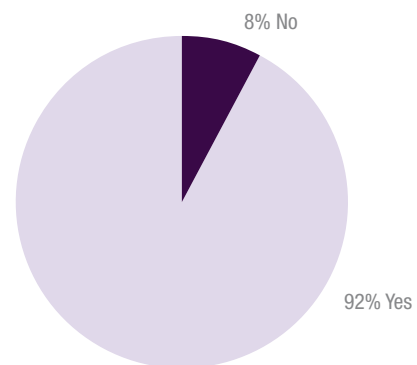
Visitor Analysis

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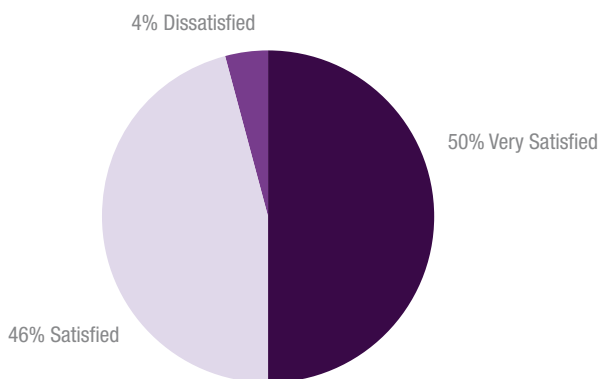
Recommending Purchase: 93% of visitors said they were likely or highly likely to purchase or recommend a product or service seen at the show



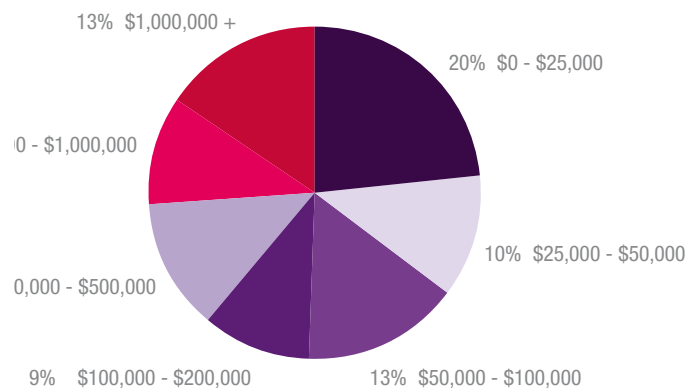
New Products: 92% of visitors said they discovered new products of commercial interest at the exhibition



Overall Satisfaction: 96% of the visitors said they were very satisfied or satisfied given their reason for visit



Level of Annual Spend: 41% of visitors said they spend \$100,000 or more per annum on commercial food products for their business



The mathematical average annual spend per visitor of Fine Food New Zealand was \$310,000

Exhibitor Survey

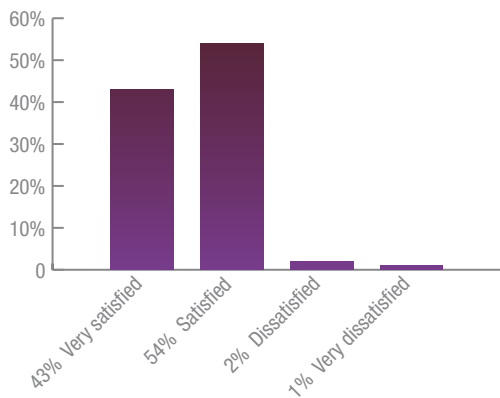
\$11.6 million worth of sales leads were generated by exhibitors at Fine Food – the mathematical value per exhibitor was \$66,000.

What were your top four reasons to exhibit?

1. Increase Brand & Product Awareness
2. Generate high value sales leads
3. Meet existing customers and suppliers
4. Generate a large volume of sales leads

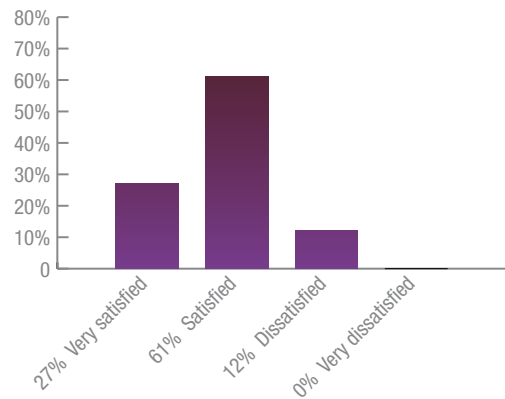
Given the above reasons to exhibit, how satisfied were you with the exhibition?

97% of exhibitors were satisfied or very satisfied with the exhibition overall



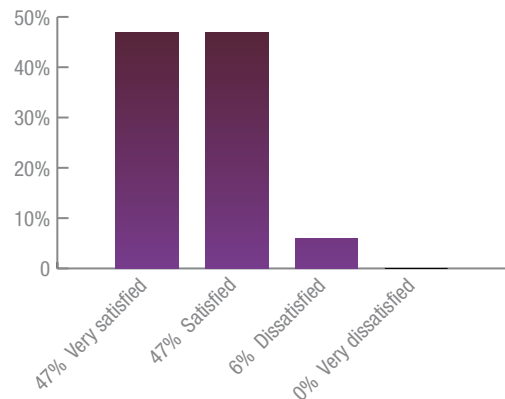
How would you rate the number of visitors?

88% of exhibitors were satisfied to very satisfied with the number of visitors



How would you rate the quality of visitors?

94% of exhibitors were satisfied or very satisfied with the quality of visitors at the show



Exhibitor Quotes

Fine Food New Zealand 2010, simply put, was a world class event, attracting both quality exhibitors and high value visitors. It showcased the industry professionally and is a great addition to the foodservice calendar. I look forward to the next event in 2012.

Tim Beck – Marketing Manager Foodservice
Fonterra Brands New Zealand

The Fine Food show was brilliantly run. The quality of leads was far above what we were expecting and proved to us that this is a must-do show. We could not be happier with the new business the show has led to.

Darren Perry – CEO
Henergy cage-free eggs

An excellent opportunity for all those involved in food retail or hospitality to see, taste and discuss new products at a leisurely pace.

John Kinley – National Sales manager
Independent Fisheries Ltd

Burns & Ferrall were very pleased with the results from Fine Foods NZ. The quality of visitors was of a very high standard with many decision-makers attending the exhibition, the quantity of leads was outstanding with direct sales been made from the show. Burns & Ferrall were fortunate enough to have seven overseas suppliers working on our various stands and all commented on how great the show was both in attendance and quality of exhibitors. It is full credit to you and the team – Well done.

Tony Broome – General Manager Sales & Marketing
Burns & Ferrall Limited

I found the Auckland Fine Food show to be extremely well organised. We generated leads from foodservice establishments and retail outlets that were from out-of-town which we would not ordinarily call on.

Rachael Speedy – Director
NZ Premium Foods

“An excellent opportunity for all those involved in food retail or hospitality to see, taste and discuss new products at a leisurely pace.”

- John Kinley



Exhibitor Quotes

(Continued)

It was great to be involved with Fine Food NZ 2010. Well organised, a good mix of exhibitors, vibrant atmosphere, a good mix of customers, good leads and some good sales. Well done Fine Food.

Mark Twyman – General Manager
Choice Catering Equipment

Exhibiting at Fine Food NZ altered our perception of trade show effectiveness in Auckland. The quality of both visitors and exhibitors was great. Not only was the show effective, but it was enjoyable to attend as well.

Brenda Davenport – Marketing Manager
Wedderburn

Very professional show, lots of serious visitors, no crowds – well done.

Doris Evans
German Business Association

“Exhibiting at Fine Food NZ altered our perception of trade show effectiveness in Auckland”

Our Partners and Supporters:



Media Partners



Official Charity



Future Events

Fine Food Australia 2010

Melbourne Convention & Exhibition Centre
13–16 September 2010

Fine Food Western Australia 2011

Perth Convention Exhibition Centre
20–22 March 2011

Fine Food Australia 2011

Sydney Convention & Exhibition Centre
5–8 September 2011

Fine Food New Zealand 2012

ASB Showgrounds, Auckland.
17–20 June 2012



Want to exhibit and meet thousands of serious buyers? Contact a member of the Fine Food team to book your stand.

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