



Tastes of the World at Fine Food New Zealand 2023



Fine Food New Zealand is now firmly established as the foremost International trade show for the New Zealand foodservice, food retail and hospitality industries. Held every two years since the inaugural show in 2010, the event has gone from strength to strength, attracting increasing numbers of high quality trade visitors every time.

Why New Zealand?

Tēnā koutou e ngā manuhiri o te ao whānui; greetings friend.

Fine Food New Zealand serves as an opportunity to experience the ever-iconic New Zealand culture and unmistakable landscape. Undoubtedly, one of the most spectacular places on earth, New Zealand has much to offer its visitors.

Enjoy unique experiences ranging from incredibly diverse and unspoiled scenery to the rich culture of the people that live here.

Start your New Zealand experience in Auckland at Fine Food New Zealand, from there whether you travel North to the Bay of Islands or South to Wellington or the South Island, you're bound to experience unparalleled scenery and landscape.

Fine Food New Zealand
Auckland Showgrounds



FINE FOODS NEW ZEALAND KEY FACTS

6,011
TRADE VISITORS/
BUYERS

226
EXHIBITORS

\$18,465,792
TOTAL VISITOR SPEND AT THE EVENT

ADVERTISING RATE CARD VALUE
\$147,838+



SPECIAL FEATURES

Fine Food New Zealand is New Zealand’s leading trade event for the foodservice, hospitality and food retail sectors. New Zealand is open for international trade again! To celebrate Fine Food New Zealand 2023, we will introduce our latest feature, Tastes of the World.



This key feature will highlight all our international exhibitors coming to Fine Food New Zealand to introduce their products to the New Zealand market.

Located in the lower left corner of hall four, there will be clear signage to distinguish this feature from the rest of the show.



More special features at Fine Food New Zealand





Trade delegates

Fine Food New Zealand gives exhibitors a chance to get in front of:

- Trade delegates and key buyers
- Bar, venue and restaurant managers
- Chefs and hospitality staff
- Hospitality/ food service/ retail business owners and general managers
- Food & beverage manufacturers
- Distributors and sales agents

KEY TRADE DELEGATE STATS

81%

ATTENDED TO SOURCE
NEW SUPPLIERS/
PRODUCTS/SERVICES

96%

ARE RETURNING
TO FINE FOOD
NEW ZEALAND 2023

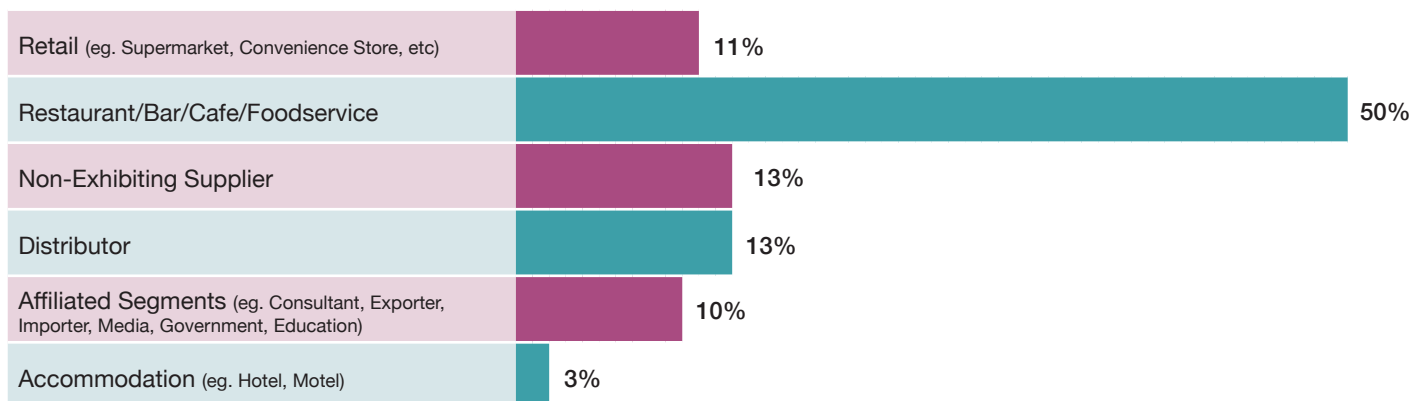
\$3,072

AVERAGE
VISITOR SPEND

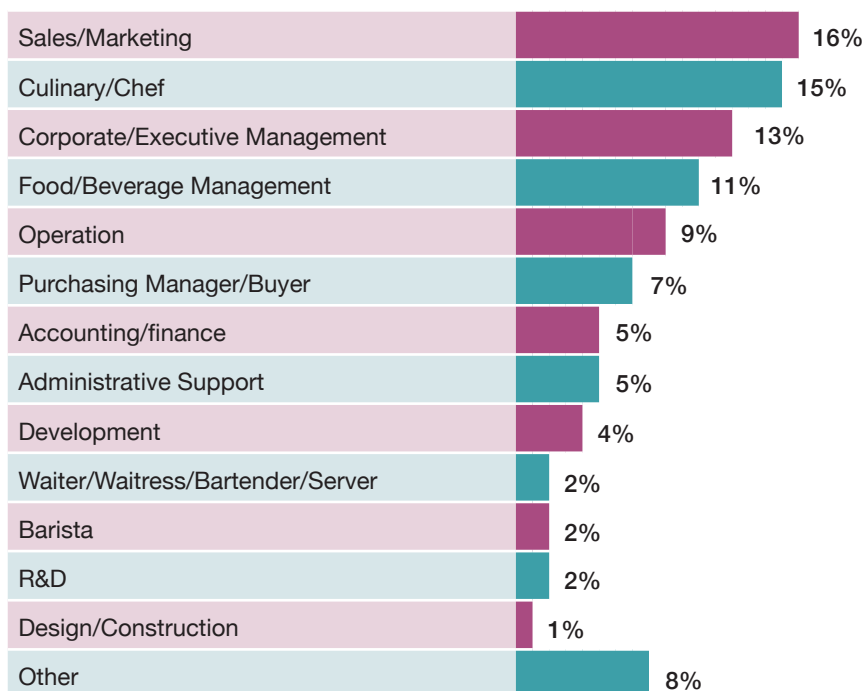


BUSINESS TYPE

Industry Category



Job Function





EXHIBITORS - KEY MEASURES

226
EXHIBITORS

86%
OF EXHIBITORS WERE
SATISFIED WITH SALES LEADS

\$109,925
AVERAGE VALUE
OF EXHIBITOR
SALES LEADS

STORIES OF SUCCESS

“Fine Food New Zealand was our first trade show in New Zealand and proved to be a great investment, with many quality visitors spending time with us on our stand and securing good orders. Thanks to the team of Fine Food New Zealand.”

Robin Massey, Unox New Zealand Ltd / New commercial equipment exhibitor from Australia. Robin will be returning to Fine Food in 2023.

“Fine Food New Zealand was a successful show for our company. It was a well-organized event focused on bringing industry decision makers at the retail level or large-scale distributors for the New Zealand and the neighbouring markets such as Australia and the small islands.”

Gustavo A. Fayad, Ginseng Up Corp –USA



MARKETING

Advertising

Fine Food New Zealand delivered an extensive marketing campaign with a rate card value of approximately \$147,838 to deliver 6,011 quality trade visitors to the event.

The campaign utilised media partnerships with Intermedia Group (FMCG Business and Hospitality Business magazines – print and online) and Review Publishing (Restaurant & Café, Supermarket News and Hotel), online advertising (Google Adwords, display and remarketing), telesales, outdoor 'street teams' across Auckland, NZ Herald advertising, magazine advertising, radio advertising, direct mail (to a database of 7,200+), SMS messages, e-newsletters and social media.

Website



(1 Jan - 1 July) finefoodnz.co.nz attracted

Users	42,561
Sessions	61,510
Page Views	173,229

Social Media



Facebook (25 May - 23 June 2021)

Followers	5,491
Total Impressions	955,819
Total Reach	+31% 273,056
Total Engagement	18,008



Instagram (23 May - 23 June 2021)

Followers	3,200
Total Reach	96,000



LinkedIn (1 Jan - 23 June 2021)

Impressions	173,838
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Enewsletter



A total of 538,735 emails were sent to a database of over 45,000 subscribers.

Total email sends	538,735
Clicks	9,964
Open rate	23%



SPONSORS, ASSOCIATION AND MEDIA PARTNERS

Sponsors, association and media partners

Association Partners

Fine Food New Zealand is grateful for the support of the following industry partners, associations, sponsors, and media partners, many of whom have been involved with the show since its inception.

New Zealand Chefs Association Inc

The national association representing professional chefs, cooks, trainees, patissiers, and confectioners.

Baking Industry Association of New Zealand

Supports the New Zealand baking industry, representing the interests of bakeries, cafes, caterers, and pastry cooks, and works hard to increase the number of bakers and baking apprentices in New Zealand.

The Restaurant Association of New Zealand

The Restaurant Association of New Zealand have members covering the country's length and breadth, representing every facet of the New Zealand restaurant and hospitality industry.

Hospitality New Zealand

Focuses on adding value to its members' businesses and those within the wider hospitality industry to ensure its sustainable future.

New Zealand Food & Grocery Council

The association that represents the manufacturers and suppliers behind New Zealand's food, beverage, and grocery brands.

Media partners

- Hospitality Business
- FMCG Business

Sponsors

- Foodstuffs / Gilmours
- Service Foods
- Fonterra
- Tasman Liquor Company

foodstuffs

