

Good Morning and welcome to another business day at Fine Food and Hotel Australia.

Yesterday was a sensational day with around 5,823 enthusiastic buyers coming through the entrances 250+ than last year. This augers well for the remaining 3 days.

Last night the exhibitor awards proved very popular with many commenting on the brevity of the formal proceedings which enabled them to enjoy the drinks afterwards and still attend industry dinners, functions and the SMH Good Food Guide Awards for some of our media presenters.

Although the show was closed this morning there has been a lot happening behind the scenes getting the show ready for today's visitors. The magnitude of the task is evident when you consider cleaners are vacuuming over 39 kilometres of carpet tiles, electricians have over 16 km of cables and over 4,200 spot lights and 2500 power points to check.

We hope you used the morning to have a well deserved break and you are fresh and ready to meet the out-of-town and interstate buyers who have made the effort to meet you at the end of their own business day. There will be a surge tonight around 6pm, so you may need to have extra staff on hand so you capitalise on the opportunities the late night presents.



## Best New Product Awards

**Best New Food Product for FoodService** awarded by **FoodService Magazine**

**Winner:** Lotus & Ming Fine Foods – Stand #J50

**Product:** Spicy Salmon Sui Mei & The Deluxe Seafood Range



Lotus & Ming Fine Foods

**Best New Hospitality Equipment** awarded by **Hospitality Magazine**

**Winner:** Nutrifaster Food Service Equipment – Stand #HD12

**Product:** Desmon Modular Refrigeration System



Hospitality Depot

**Best New Australian Retail Product** awarded by **Retail World**

**Winner:** Foods (Pacific) Ltd – Stand #G50

**Product:** 'A Taste of India' Range



Nutrifaster—  
Desmon Refrigeration



Rubens Fine Foods  
Sandwich Fillers

**Winner:** Rubens Fine Foods – Stand #C35

**Product:** Rubens Fine Food Sandwich Fillers

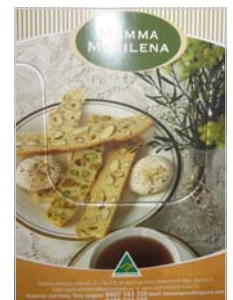
**Best New Retail Equipment** awarded by **Retail World**

**Winner:** Wedderburn – Stand #HC20

**Product:** Graef Slicer Range



Foods (Pacific) Ltd  
A Taste of India Range



Granvima  
Mamma Marilena Nut Breads

**Best New Bakery Product** awarded by **Leading Edge Bakery & Foodservice Journal**

**Winner:** Granvima Pty Ltd – Stand #M53

**Product:** Mamma Marilena Nut Breads



Rowies Cakes

## Best Stand Awards

**Best Group Stand**

**Winner:** Tasmania – Stand #U2

**Best Stand Shell Scheme, Hotel Australia**

**Winner:** Andale Hotel Services – Stand #HG06

**Best Stand Shell Scheme, Fine Food**

**Winner:** Rowies Cakes – Stand #H45

**Best Stand Custom Build, Hotel Australia**

**Winner:** Hospitality Depot – Stand #HK20

**Best Stand Custom Build, Fine Food**

**Winner:** Brookfarm – Stand #L28



Andale Hotel Supplies



Tasmania



Wedderburn—Graef Slicer Range

**Congratulations to all!**

**The product symbol that helps buyers and consumers identify Australian products and produce.**

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## The Sydney Culinary Challenge Heats Up!

Each year, visitors can expect culinary fireworks as Australia's best chefs go head-to-head in huge competitions to win \$10,000. This year, expect no different.

Yesterday, the Royal Canberra Golf Club, Z Events and the WA Senior Team took the floor, wooing the crowd as well as a panel of senior chefs from around the country. Cooking a two course meal, teams are judged on their skills both in the kitchen and in front of house. The battle continues today with three more teams rising to the challenge. If you enjoy a little competition and a lot of action, make sure to head to the rear of Hall 5 and even book a seat in the restaurant. Winners announced Thursday.

### BakeSkills

The name says it all. Bringing together the country's most talented apprentice bakers and pastry chefs, BakeSkills is a live showcase of the industry's best.

Drop by to watch as masterful creations come to life, as well as all-time bakery favourites – you might even learn a trick or two!

### Come Pie with Me!

There's nothing more Aussie than a meat pie and each year, Fine Food supports this great Aussie icon with a competition to find Australia's best. Now in its 20<sup>th</sup> year, the Official Great Aussie Pie Competition is tougher than ever with over 1,500 pies battling it out for the coveted title. Judges are hard at work tasting hundreds of pies fresh every day. Take a peak at the tempting selection before the Winners are announced on Thursday.



### Overseas Buyers Spend \$40m

International trade plays an integral role in Australia's food market and can bring big dollars to your food business. With Fine Food attracting over 2,000 international buyers, the show offers an unparalleled opportunity to generate export orders – and without having to leave home.

To assist buyers, Austrade is hosting an Overseas Visitors Lounge in Suite 4. Last year's show saw export orders rise to more than \$40m – now that's food for thought.

### The Best of Abroad – Right Here!

Decorated in shades of pink and filled with beautiful bottles, you'd be forgiven for thinking it was a perfume stand. But what you'll find at Stall K29 is equally enchanting. Created by Scene Nectar, a US company, comes rare European rose nectar – and the first to hit the Australian market. Take a sip, or even a sniff, and you'll be hooked. Made in Bulgaria, where the exotic drink has been enjoyed for thousands of years, this luscious nectar is a unique alternative to fruit juice or soft drink. Add it to a cocktail and you have something truly special that will have your customers swooning.



Best yet, the juice is certified organic and loaded with Vitamin C. For more great ideas from overseas found right here at Fine Food Australia, make sure to stroll through the many international stands located throughout the show floor.

# What's on?

## Today—Tuesday 8th September

9.00am	FCSI Meeting	Hospitality Suite 5
12 noon	<b>Shows Open</b>	
12.30pm	Callebaut Chocolate Demonstration	Bakeskills
2.00pm	Sticky Foods demonstration—Slices, Muffins, Tarts	Bakeskills
2.00pm	Chamber of Commerce of Firenze Olive Oil Tasting	Hospitality Suite 2
3.00pm	Patisserie Creams & Pie Fillings—Laurie Farr	Bakeskills
5.00pm	Sticky Foods demonstration	Bakeskills
6.30pm	Laurie Farr—Danish Pastry Demonstration	Bakeskills
5.00pm	Club Managers Association Demonstration	Hospitality Suite 2
5.30pm	Fine Food New Zealand Function	Bayside Room 201
6.15pm	Fonterra Foodservices Culinary Challenge Dinner	Restaurant rear Hall 5

## Tomorrow—Wednesday 9th September

9.00pm	<b>Shows Close</b>	
8.30am	Team Display Competition Commences	Bakeskills
9.00am	FCSI Meeting	Hospitality Suite 5
10.00am	<b>Shows Open</b>	
12.15pm	Fonterra Foodservices Culinary Challenge Dinner	Restaurant rear Hall 5
5.00pm	<b>Shows close</b>	

Some events are free and others are ticketed or invite only. For more details visit the Information Booth or the Organisers Office. The show is open from 10am-5pm on Thursday.

The **move-out** commences at **5.30pm** on **Thursday**.

### Trend Spotting

Each year, you'll notice certain trends in the retail and food service market, and this year is no different. Here are three big trends for 2009 – did you spot them?

#### Gluten Free Products Now With Flavour

As awareness of dietary conditions increases, so does the need to provide food products and services to match. One of the biggest concerns of the last few years has been intolerance to gluten, a substance found in almost all bakery products. But, the Australian market has been quick to react and this year you can find an even bigger range of gluten free products, and of a quality previously unattained. If you're considering providing a range of gluten free products for your customers, make sure to stop by **Gluten Free World** and talk to one of the knowledgeable producers and suppliers.



#### A Taste of Spain

Spanish fever – it's been hard not to notice that we've been hit hard! But there are no complaints here, with the introduction and wide spread adoption of some amazing food products. Spanish flavours and tapas style servings are only growing in popularity, so for a taste of Spain, make sure to visit the Spanish group stand where you can taste favourites such as Jamon Serrano, Queso Manchego and Marcona Almonds.



#### Freshly made Gelato

Since its arrival on our shores, Australians have been gelato-crazy. But with each year, we see the quality of gelato production improve as better equipment becomes available. Greater affordability has also seen freshly made gelato become a normal addition to many restaurants, and even small cafes. Take a taste at one of the many stands and see if a gelato is a right fit for your business.

### Don't miss out – book today for next year's show!

For the best stands and locations, make sure to get in early and secure your spot in next year's show. We have a dedicated sales team who will try to visit you over the course of the show; however, as stands are allocated on a first come first served basis, a trip to the sales office located on Stand R8 will offer you best pick. Don't miss out!

## Bookings now for Melbourne and Brisbane 2010



Fine Food & Hospitality Queensland  
21-23 March, Brisbane Convention  
& Exhibition Centre



Fine Food & Hotel Australia  
13-16 September, Melbourne  
Convention Exhibition Centre