

Yesterday a Big Hit!

Tuesday is always a big day at Fine Food and Hotel Australia with industry buyers and media taking advantage of the show's late close at 9pm. In fact, so successful was the turnout, the organisers had trouble getting people to leave!

With **8,735** people having attended throughout the course of the day and evening, this is one of Fine Food's biggest days yet. At the end of day two, the tally is **14,558** in total – that's a lot of buyers.

Best yet has been the positive comments from exhibitors about the quality of the attendees, with serious buyers from around Australia, as well as abroad, including Japan, Malaysia, Polynesia, Singapore, South East Asia, UAE and the US. Buyers could be seen talking to suppliers and striking deals well into the evening - in some cases even after closing time.

Let's hope you aren't too tired for today's trade – with the way it's shaping up, it's looking to be a big one too!



News from the Floor...

Learn to Cook Meat with the MLA

As the official representative body in Australia, the Meat & Livestock Association (MLA) know a good thing or two about the subject. Luckily, they also happen to be active educators. Visit the MLA Stand, G36, and you can learn tips and tricks from the industry's best with live demonstrations daily.

You'll even get the chance to try a range of meats, including goat, as well as different cuts as MLA chefs cook from head to toe and whip up a storm.



Popping Out a Great Idea

It's no surprise that **Popcake** (Stand HX17), an automatic pancake machine, was named as a finalist in two categories during Monday night's Fine Food Awards – it's a great idea. But great ideas don't always mean great products – these require the time, patience and perseverance to see them develop from a concept into reality, and at four years in the making, Popcake is testament to this process.

You can also see it in Popcake's details – they've thought of everything so the consumer doesn't have to, a character trait that caught the attention of Qantas, Accor, Ibis and Vibe Hotels, to



name just a few of their buyers. If you have a great idea, or a good product that needs a boost, try analysing your product from your customer's point of view, and remember that great products don't just pop out – they need time to properly cook.

Location, Location, Location

In its first year exhibiting at Fine Food (they're already selling wildly in the US, UK, Hong Kong and Singapore), **Kono** (Stand H1), a New Zealand mussels supplier, is already doing their home country proud.

With fears that their location in a back corner wouldn't get the traffic they were after, they soon discovered their worries were unsubstantiated. "We were surprised! Our spot at the end of an aisle meant that we got even more visibility – something we would never have guessed from viewing the floor plan."

We'd wager Kono's distinctive stall design, mirroring their packaging and borrowing motifs from Kiwi and Maori culture, also has something to do with it, not to mention their distinctive range of products. Drop by to find out what our nearby neighbours have to offer.



Packaged to Sell

After years of selling in their regional home of Tasmania, family-owned company **Mures** (Stand U2) is finally launching their fantastic range of seafood products into the domestic market.

Recognising that their packaging was dated and acknowledging the savvy market that awaited them outside Tasmania, Mures took the plunge for a complete image overhaul before the expansion and to great success!

Having won several awards for their new look design, Mures now enters the market with confidence. Never underestimate the power of packaging. Take a leaf from Mures' book and don't let your great product slip through the cracks – packaging, it's a powerful tool of persuasion and a captivating first hook.



The Great Pizza Showdown

Celebrating its 12th year, **Best of the Best National Pizza Challenge** is bigger than ever.

Sponsored by **Dairy Farmers**, watch pizza chefs go head to head in a live challenge to create what they think is the best pizza, with flavours and styles ranging from traditional Italian to gourmet.

You'll see some truly unique and daring combos come to the floor! Judges have been tasting pizza since Tuesday when the competition began.



Australian Regional Selection Shines Bright

As a market provider, Australia has come a long way over the years. Today however, we're seeing a greater focus on regional produce and support for the specialities that define our diverse country.

Fine Food is a perennial supporter of Australia's regional suppliers and manufacturers. You can find exciting group stands for NSW, Queensland, South Australia, Tasmania, Western Australia and Victoria. On offer are innovative Aussie products from smaller specialty producers providing a range of great Aussie products, from nuts, breads and jams to cheese and seafood.

Stop Press!

Fine Food and Restaurant, Australia's leading exhibitions for the food and hospitality industries will run in alternate cities from 2010.

restaurant

Restaurant 2010

Royal Hall of Industries, Moore Park
9 - 10 August 2010

Enquiries: mwkelly@divexhibitions.com.au

fine AUSTRALIA food

Fine Food Australia

Melbourne Convention Exhibition Centre
Southbank

13 - 16 September 2010

Enquiries to: info@finefood.com.au

Name Badges...

To help you identify real buyers the visitor badges are colour coded.



Heard on the Showroom Floor...

"I was surprised to find that most people thought our Jamon Serrano was prosciutto. But visitors have been really interested in learning about our products, and I have loved having the opportunity to educate them about Spanish foods and culture. Everyone has been really receptive."

**Marti Carbo, Export Manager
Casademont (Stand #S56)**

"All I can say is we've been busy! Best of all, the quality of traffic has been excellent – not a lot of mums and dads – all well qualified. We've had a mix from industrial to food service and retail. But we've been happiest with how much interest we've had from the food service sector, which is our main target and strength."

**Timothy Drew, National Business Manager
Farm Pride Foods (Stand #J34)**

"We're finding there are a lot more international buyers from Singapore, Hong Kong and even Papua New Guinea than we expected. Then, in the local market, customers from all around Australia. Of course from Melbourne and Brisbane, but also from the Northern Territory, Western Australia and far north Queensland. This is our fourth year exhibiting and it just gets better each year."

Craig Martin, Jewel of India (Stand #G43)



Culinary Challenge



Great Aussie Meat
Pie Competition



Apology

Yesterday's Daily News published the incorrect Stand for Granvima Pty Ltd, Winner of the Best New Bakery Product. The correct Stand No. is M53.

Move Out Instructions

Tomorrow the show closes at 5pm. At 5.30pm the visitors will be clear and you may start moving out through the front and rear doors.

Safety is important so please do not rush. The contractors will not start dismantling until 7pm and the halls will be open until midnight—so you have plenty of time.

Shell scheme exhibitors & exhibitors in Hall 6 need to move out entirely by midnight tomorrow.

Space only exhibitors and contractors need to move out by 6pm Friday.

Please use the loading dock.

Detailed instructions in tomorrow's Daily News

What's on?

Today—Wednesday 9th September

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

Tomorrow—Thursday 10th September

9.00am	FCSI Meeting	Hospitality Suite 5
10.00am	Shows Open	
12.15pm	Fonterra Foodservices Culinary Challenge Dinner	Restaurant rear Hall 5
12.30pm	Bakeskills Winners Announced	Bakeskills Stand HC50
5.00pm	Shows close	
5.15pm	Exhibitor move-out commences	
6.00pm	Rear doors open	
7.00pm	Contractor move-out commences	

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**.

Journey Around the World, Culinary Style!

This year's international presence is even stronger with exhibitors coming from 32 countries, including Korea, Malaysia and the US to name just a few. Journey to these wonderful lands (without having to leave home) and sample the exciting culinary fare these countries have to offer – it's the perfect playground to pick up some ideas to bring a little spice and a touch of the exotic to your food business.

Brazil

In its first year exhibiting at Fine Food in Sydney, the Brazil Group Stand couldn't be happier. Says Elizabeth Sovierzoski of the Brazil Trade Bureau, "The quality of the contacts we've made has been fantastic. They've been big distributors and importers, but they're not just from Australia. We even got one from America – I never thought such a thing would happen!"

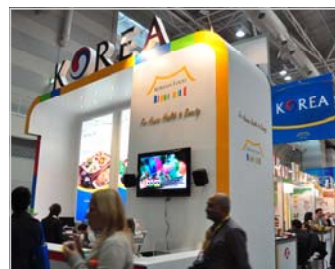
Visit Brazil for native products such as acai and cashew nuts as well as cachaca, guava paste and packaged goods.



Korea

In its 15 years of exhibiting at Fine Food, Korea's export orders to Australia have grown from \$7.2 million to a whopping \$68 million. This year, Korea's Group Stand (a finalist in the Best Group Stand category for the Fine Food Awards on Monday) has 10 stalls, and is hoping to expand its market from its predominantly Asian base into the greater national market.

Drop by to taste a range of products, from noodles and teas to beverages with healthful benefits.



Cyprus

With 32 stands, Cyprus is one of the biggest international exhibitors at this year's Fine Food. "This is our third year here and already we've grown from our beginnings of just 22 stands. Australia is a very interesting market for us, with its large Greek and Cypriot communities. There's also a growing interest from the wider population for our products," said Demetra Chrysostomou.

Haloumi cheese is the obvious favourite, however frozen foods, olive oil confectionery and wines are also proving really popular.



Yiannis Iacovou, High Commissioner of Cyprus in Australia, Demetra Chrysostomou, Marios Ioannou

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