

A fabulous **20,605** visitors have attended the show so far including a 3-year record for the third day of **6,047** buyers through the doors yesterday.

Today is when the serious buyers come back to make their decisions and finalise details so you should take the opportunity to spend time with these buyers as this may be your last chance to be face-to-face with buyers from different states.

One of the visitors who had no difficulty attracting the attention of chefs was Fifi from Channel 7's Sunrise. The program aired nationally over 8 minutes of coverage of Fine Food competitions and new products including The Sydney Culinary Challenge, where there were an amazing number of professional chefs out to impress the national TV audience and Fifi because their wives love her!

Visitors will be here until 5pm so in deference to your fellow exhibitors who will be finalising deals, please don't start your pack down until after the show has closed. Move out will begin at 5.30pm—see move-out instructions on the back of today's Daily News.

We would like thank you all for supporting Fine Food and Hotel Australia and trust that the excitement from the show flows through to your business and your books.



News from the Floor...

Sydney Fish Market has released its range of packaged seafood products here at Fine Food to great success. Using under-utilised and undervalued seafood, the **Market Pride** range includes chowder, laksa, seafood hot pot, fish cake and yummy fish sausage – in fact, the whole range is simply fantastic. A boon for consumers and food service providers as well as the environment.

If you miss him on the ground, you'll certainly spot him from above! It's the **Chris' Dips** mascot, a giant sized caricature of Chris himself. This is Chris' third year appearing at Fine Food; ask nicely and he might even give you a hug.

Seen everyone walking around with first-time exhibitor, **Green Wave**, H19 which is making a splash with its range of biodegradable disposable cutlery and plates. Changing council requirements for outdoor events has seen a need for biodegradable products and Green Wave have had great response from supermarkets, schools and big corporate companies rethinking their catering programs in a greener vein.

Tuesday saw TV chef and celebrity **Ian Hewitson** of *Hewy's Cooking Adventures* team up with **Beerenburg** for the launch of their new product range including Asian Dressing, Hamburger Relish, Teriyaki Grill Sauce and Asian Plum Sauce.

A beer with a nifty little food holder on top? Make sure you drop by **The Third Hand** HX29. This is the world premiere of this soon-to-be internationally patented invention – it's the handiest plate on two feet!

We can thank France for some of the world's best wine, and now, we can thank them for curing our hangovers too. **Rebootizer**, a sleek new product 10 years in the making, is hitting the world by storm with more than 3.5 million sold per month. Simply snap the seal, shake and drink for hangover-free heaven in around 30 minutes. Perfect if you've enjoyed a few too many tastings here at the show!

Chocolate Masterpieces

It's a cherished art form in other parts of the world, but chocolate art is only just making itself known here in Australia. According to Alan Orreal, Advisor for the World Association of Chefs Societies, "Chocolate art has always been hugely popular in Europe and Asia, but we're now seeing a revival of it worldwide, so it's great to see Australia's skill in the area develop." Judges have been impressed with the quality of this year's entrants whose masterful creations will be judged as part of the Salon Culinaire 'Sweet Buffet Show Piece' category. Stroll by the restaurant at the rear of Hall 5 where you'll see chocolate castles and Japanese samurai as well as a Romulus carved out of margarine.

International Flavours...

Thailand is the biggest of Fine Food's international exhibitors, and has been a favourite with visitors since it first exhibited six years ago. Australia has a voracious appetite for Thai food, as can be seen by the crowds milling around Thailand for its live cooking demos.



France has a small group stand, but always a popular one with Eiffel Towers marking the spot. According to Maylis Geimon of the French Trade Commission in Australia,

"French products are perceived as high quality and luxurious, so we always attract great crowds. The response to our offerings is what counts most and everyone has been really impressed." Drop by for the last 'French Happy Hour' of the show where you can enjoy camembert from 3-4pm.



Taiwan

The Taiwan Group Stand has an exciting array of frozen seafood, not to mention an eye-catching selection of confectionary. Distributor Royal Family Food Co, who sells delicious-tasting packaged biscuits says, "Not much is known about Taiwan locally, so it's a great opportunity to bring more awareness to Australian customers about Taiwanese food." This is his first year at Fine Food.

USA

Meat, rubs and spices and American Indian foods including fish jerky – the USA stand is a medley of flavour-filled products and larger than life characters. First time exhibitor, Patrick Ford of Bone Suckin' Sauce, couldn't be happier with the results. "With two BBQ grills per person, Australia couldn't be a better market. But we've been blown away by the response." So far Ford has orders from David Jones, Simon Johnson and Norton Street Grocers.



The Third Hand



Best of the Best Pizza Winner Damon De Ruiter, Angaston Roaring 40's Café



Market Pride



Romulus

Green Wave



Winner of the Best Stand Custom Build Fine Food Australia

Move Out Instructions

Moving out such a large show is a big job. In order to make it as efficient and safe as possible we have systems in place. Safety is not negotiable! Please read these instructions and instruct all your staff to follow them.

CLOSING

The Exhibition will close at 5pm. Absolutely no stands may be dismantled before this time, trolleys are not permitted in the hall and goods will not be allowed out any of the doors. Please be practical and considerate to your neighbours and buyers—**do not pack up early!** Once the show is closed we need to clear the exhibition of visitors and remove walls and power along the back walls. **The rear doors will not open for 30 minutes after closing.** Please relax and wait for our team to finish this important work.

SAFETY VESTS

Safety vests are not required for the first two hours of move-out, however they must be worn from 7pm. Exhibitors may borrow one at no charge from security located at the rear loading dock doors.

MOVE OUT

At 5.30pm you may start moving out your products through the front or rear exit doors. The first 2 hours are strictly for product removal only. Exhibitor vehicles will be allowed onto the loading dock from this time. From 7.30pm the contractors will start to remove their goods and forklifts may start operating. Move out is then in full swing until midnight.

TIMEFRAME

All **shell scheme** stands must move out by **10pm** tonight, no exceptions.
All **space-only** exhibitors and contractors may also move out tomorrow from **8am-5pm**. All space-only stands must move out by **5pm Friday**, no exceptions.
All **stands in Hall 6** must be dismantled and vacated by **11pm today**, Thursday.

SECURITY

- ◆ You are responsible for the security of your own goods.
- ◆ Pack all items away as soon as the show closes and stack boxes neatly at the rear of your stand.
- ◆ Attach security stickers and mark them with your company name and stand number. Shrink wrap them if you can.
- ◆ Remove all valuables tonight.
- ◆ Exhibitors must wear their badge at all times during the move out.
- ◆ Security Guards will randomly check exhibitor badges against security stickers. Please be patient as they are simply seeking to protect your stock as well as fellow exhibitors.

Donation of Food / Beverage Product

Sydney Care will be located at the exits at the front of Halls 1, 3 and 5 on Thursday night. Any exhibitors wishing to donate goods to charity, please visit the dump sites indicated with signage.

On behalf of the organisers, thank you all for supporting Fine Food & Hotel Australia. This year the show filled the entire Exhibition Centre and attracted a record number of exhibitors and visitors.

The Fine Food & Hotel Team wish you well and look forward to seeing you in Brisbane in March and Melbourne in September 2010.

What's on?

Today—Thursday 10th September

9.00am	FCSI Meeting	Hospitality Suite 5
10.00am	Shows Open	
12.15pm	Fonterra Foodservices Culinary Challenge Lunch	Restaurant rear Hall 5
12.30pm	Bakeskills Winners Announced	Bakeskills Stand HC50
3.00pm	Great Aussie Meat Pie Winners	Pies
5.00pm	Shows close	
5.30pm	Exhibitor move-out commences	
6.00pm	Rear doors open	
7.30pm	Contractor move-out commences	

Tomorrow—Friday 11th September

6.00pm	Culinary Challenge 2009 Award Presentations	Apprentice Restaurant Ultimo College
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Best New Equipment on Show

Fine Food and Hotel Australia is so big it can be hard to cover it all but make sure you visit the hotel and hospitality exhibitors – there are some great new ideas, inventions and equipment. Here's a peak at some of the finalists for the Best New Hospitality Equipment.

Invection Cooking

Watching the **Menu System** invection table top cooker is like witnessing magic. Using magnetic fields, this Swiss designed machine takes cold water to boiling in less than 30 seconds, and a large saucepan of water at that. Distributed by Phoenix Pty Ltd, this is their first year at Fine Food and the Australian launch of this intelligent, energy efficient product. (Stand HX35)

Outdoor Heating

Welcome to a new age in outdoor heating—the **Falo**, meaning 'bonfire' in Italian. Designed and made in Italy, this incredibly sexy heater has brains too – it's 2.5 times more gas efficient than regular outdoor heaters and distributes heat up to 5 meters around its centre. Use it for heating or for show-stopping lighting at night time – it's simply stunning. (Stand HZ32)

Refrigeration

The **Desmon Modular Refrigeration System** is opening up a world of refrigeration where previously it was only dreamed of. Flat-packed, Desmon can be brought into any space and assembled on site, so now you can have a fridge wherever you want – upstairs, down, out the back or round a corner! (Stand HD12)

Demonstrations Sell

If you ever wondered about the power of demonstrating and getting your name top of mind, look at the Amanti Stand where the queues extend down the aisle to taste some Amanti product. Bernard Goston is the dynamo running the stand. He has brought in a team of 6 master baristas from his customers, promotional staff, marketing and even legal support from Melbourne. He regards Fine Food as the ONE place where he can build awareness and expose his brand to Australian and international buyers.

His espresso machine is still the world's biggest according to the Guinness Book of Records and he needs it to serve 7,000 cups per day. (6,000 coffee and 1,000 new apple and green tea lattes). He is averaging 60kgs of Coffee, 30 crates of Dairy Farmers Award Milk and as for bags—he has given away over 10,000.

Educating Around the World

Robin Massey has been working for **Electrolux** for more than 13 years. They provide comprehensive on-site training for each piece of machinery sold whether you're in medical food supply, airline catering, hotels, convention centres or even a restaurant, Massey, or one of his team, will ensure you can use your new equipment at its optimal best. "Here at Fine Food we are showing the Pressure Braising Pan which can steam, grill, roast and cook both atmospherically and under pressure, reducing, in some cases, cooking times by up to 75%," explains Massey. "We find chef-to-chef training works best, ensuring machines are used properly and satisfaction for our customers."



Menu System



Amanti

The Falo



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