



Industry Embraces Fine Food New Zealand

It's a meeting of the finest food minds: New Zealand's first international food, drink and equipment exhibition is set to unite and revitalise the food and food service industry.

Fine Food New Zealand combines the organisational talents of this country's premier food exhibition, The Food Show, with Australia's biggest and most prestigious food trade show, Fine Food Australia.

Set for a spectacular Auckland launch next June, Fine Food New Zealand will be the most important event of the year for food and food service professionals.

The three-day international food, drink and equipment showcase is already attracting support from many influential organisations and exhibitors. Among them are the New Zealand Chefs Association and the Baking Industry Association, (BIANZ).

For the Chefs Association, that means organising, among other things, the Gourmet Pacific Challenge. This highly-competitive culinary event will challenge and celebrate our trans-Tasman links. "Fine Food New Zealand is going to be a marvellous show, and the Gourmet Pacific Challenge will make great culinary theatre; we're looking to lay down the gauntlet," promises Anita Sarginson, president of the New Zealand Chefs Association.

The Baking Industry Association is equally excited. As well as holding a number of competitions, and taking a stand at the show, the association will also host its annual conference. Says association executive officer Belinda Jeursen: "We see it as a great opportunity to combine our conference with a show of this calibre."



Fine Food New Zealand is a timely trade event that fully recognises and addresses the needs of the entire industry. It is custom-designed to deliver a full trade experience that injects the vitality of The Food Show, with the proven trade driven success of Fine Food Australia, says Dona White. Dona - chief executive of North Port Events says she's ecstatic with the shape Fine Food New Zealand is taking, and the response it's getting from both support organisations and exhibitors. "When we first began collaborating with Diversified Exhibitions about bringing Fine Food to New Zealand, our hunch was that the time was right and the market was ready. But it's exceeded all of our projections already and we've been absolutely blown away with the enthusiasm and support for the Show in such a short time."

The exhibitor list is already filling fast, with a strong and diverse group of New Zealand and international businesses committed to taking part. Included are Waitaki Bacon, Southern Hospitality, River Farm Wines, Devonport Chocolates, Henergy Eggs, ANZCO Meats, Brookfarm, Altura Coffee, House of Knives, BIDVest and many more.

For Sue Morton, from Waitaki Bacon, the event is a significant link in connecting their brand with the trade. Sue voices the feelings of many Fine Food New Zealand exhibitors when she says: "Having a broad and fresh event to reach a whole new market of people to do trade business with is very exciting and a new step for our business. We're really enthusiastic about Fine Food New Zealand - bring it on!"

Fine Food New Zealand
ASB Showgrounds, Auckland
13 - 15 June 2010

For stand enquiries contact [Gail Lorigan](#)