



“The Good Food & Wine Show
is **the best** food show in
Australia full stop.”

- Valerie Henbest, Founder, Smelly Cheese Co.



The Good Food & Wine Show is proud to be Australia's longest running, largest and most awarded consumer food & wine show.

With a national audience of over 100,000 visitors to our Melbourne, Sydney, Perth & Brisbane shows and a digital following of 350K, the Good Food & Wine Show visitor is enthusiastic, passionate, and hungry for new ingredients, new ideas and new products.

Align your brand with Australia's most exciting and inspiring food & wine event which features a host of Australia's favourite chefs, unique features and masterclasses which excite and inspire.



Brisbane

27 - 29 October 2023
Brisbane Convention
& Exhibition Centre

Melbourne

31 May - 2 June 2024
Melbourne Convention
& Exhibition Centre

Sydney

21 - 23 June 2024
International Convention
Centre Sydney

Perth

19 - 21 July 2024
Perth Convention
& Exhibition Centre

Brisbane

25 - 27 October 2024
Brisbane Convention
& Exhibition Centre

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“The foot traffic here is incredible. People will stop and they’ll actually talk and listen to you and they want to learn about your story, they want to learn about your products.”

- Will Bok Choi, Founder, Mrs C’s

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WHY EXHIBIT AT THE SHOW?

“The Good Food & Wine Show is definitely a fantastic opportunity to help grow your customer base, make sales but also help people engage with your brand.”

- Maree Rodriguez,
Owner, Rodriguez Brothers

Retail sales

Our visitor spend has grown in 2023 YTD by 14.18% to

\$19.83M

Launch and sample new products

In 2023, our visitors said their top reasons for attending the show were to try new foods and wines and to discover new products.



Reach new audiences

Our audience grows every year with

25%

of our 2023 audience new to the Show.



Brand awareness and acquisition

Showcase your brand in person to our national audience of

100,000

food and wine lovers.



Connect with a highly engaged and loyal audience

Our visitors spend an average of

4-6 hours

at each event.



Scan to hear why brands love to exhibit at the Good Food & Wine Show



REACHING YOUR NEW CUSTOMERS

Our customer and your customer are the same. Our marketing strategy starts with knowing exactly who our customer is.

The Good Food & Wine Show recently commissioned leading insights and analytics agency Nature to undertake research into consumer attitudes, intentions and behaviours in respect to food and wine.

The research identified a number of distinct cohorts of food and beverage event goers, 4 of which make up the majority of the Good Food & Wine Show's consumer audience

These segments include:

- Quality Seekers
- Enthusiastic Entertainers
- Everyday Foodies
- Hobby Home Cooks



QUALITY SEEKERS

For this segment, quality and enjoyment is much more important than price when it comes to food and drink. They are passionate about experiencing food at different restaurants and do so often.

They regularly cook and entertain at home and spend significantly more on gourmet products, wine and spirits than other segments. At food & beverage events, this group love to spend and spend big.



ENTHUSIASTIC ENTERTAINERS

This group is enthusiastic about food. From cooking at home to eating out regularly, they are deeply engaged with the food scene and make sure they keep up with the latest food and alcohol trends.

As such, they are the go-to amongst their friends and family for food-related recommendations. They attend food & beverage events to be inspired and meet likeminded people.



EVERYDAY FOODIES

Everyday Foodies are passionate about enjoying their food even though they don't consider themselves to be good cooks. They tend to eat out frequently and make the most of it, always trying a new spot in town.

They go to food & beverage events to sample everything, from food to alcohol – particularly things they might not otherwise get to try.



HOBBY HOME COOKS

Hobby Home Cooks are passionate about cooking. Whether it be an everyday meal or a new creation from scratch, for them homemade is best and eating out is not something they tend to do often.

They go to food & beverage events to trial new foods and learn new things to take into their own home cooking.

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“If you want to find the diehard fans of food and wine, the Good Food & Wine Show is the place to be. If your brand is in that sector, this is the number one show in Australia.”

- Melissa Lyras, Brand Manager, Furi

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MARKETING CAMPAIGN

Our marketing strategies are designed to grow brand awareness, drive event attendance, and promote engagement with our food and wine loving followers. Our integrated marketing plans across digital and traditional media incorporate owned, earned and paid campaigns.

For 2023 YTD, our total combined campaign impressions have reached 140M.

OUR REACH



2.2M
Website
Page Views



1.2M
Total Social
Media Reach
(YTD)



125M
PR Impressions
(YTD)

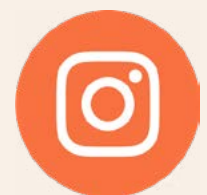
OUR FOLLOWING



350K
Total Social
Media Following



93K
Facebook Followers



57.1K
Instagram Followers



180K
National Email
Database

A GUIDE TO OUR PRODUCERS

We love to support local and are always on the lookout for the most delicious and exciting products around. From the hottest chili sauce in Australia to the smelliest cheese, there's something for every taste at the Good Food & Wine Show on **19 - 21 May 2023**.

Sip, sample and shop over [250 producers, winemakers and distillers](#) (yes, you read that right!) and discover your next favourite thing. Get your entry ticket and start your wish list!

General Admission adult tickets from \$35.

[GET TICKETS](#)

A SNEAK PEEK OF WHAT'S IN STORE FOR YOU...

<p>EARP DISTILLERY Have you ever tried gin and oysters? This is your chance! Drop by Earp Distillery at the Show where they will be freshly shucking oysters to pair with their range of gins.</p> <p>LEARN MORE</p>	<p>HUSKEE Huskee products are designed for a waste-free world. Grab a coffee in a reusable Huskee cup at the Show and drop it back at a collection point to be washed and reused.</p> <p>LEARN MORE</p>	<p>NOSHING Noshing is a proud family business that handcrafts cruelty-free, vegan cheese that looks, tastes and smells like everyone's favourite cheeses from around the world.</p> <p>LEARN MORE</p>
<p>EDIBLE BUG SHOP Edible Bug Shop creates delicious, familiar foods with one special little ingredient to make them nutritionally dense... invisible insect proteins.</p> <p>LEARN MORE</p>	<p>SMALL VICTORIES WINE CO. Joining Elderton in the Barossa wine pavilion is Small Victories Wine Co, a fun, yet seriously delicious range of wines hand-crafted by sisters-in-law.</p> <p>LEARN MORE</p>	<p>BOUTIQUE SAUCES From Vanilla Salted Caramel Sauce to Green Peppercorn & Brandy sauce, make restaurant-quality meals at home with Boutique Sauces.</p> <p>LEARN MORE</p>

facebook

Good Food & Wine Show

Whether you're a seasoned plant-based eater or just exploring something new, the v2food® stage at the Good Food & Wine Show is... See more

Good Food & Wine Show

As presenting partner, Kleenheat is giving you a chance to win a trip to Broome for Shinju Matsuri! ... See more

[WIN a trip to Broome!](#)

Instagram

goodfoodwineshow

Kleenheat let's

Like by you and others

goodfoodwineshow

The Good Food & Wine Show is thrilled to announce our partnership with @Kleenheat for the 2023 Perth Show.



Friday June 23, 2023 | The Daily Telegraph

NEWS 23

Ford to shed fifth of workers

More than a fifth of Ford Australia's workforce will be slashed as the car manufacturer continues to lighten domestic operations. After Ford confirmed the jobs of around 400 of its 1800 Australian employees would be cut, union leaders said most of the impact would be felt at the Ford Geelong plant in Victoria. "The majority of these will be in product development and design, with a small number in other functions," Ford said in a statement.

"The changes are part of Ford's global drive to improve efficiency and transform its operations to meet future needs." Unions blasted the move as "just another wave of the previous government's destruction of the vehicle industry". The motoring giant said it had begun consultation with employees and unions on its intention to offer a "separation program" for the 400 staff affected. "The redundancies will be voluntary and will not take effect until September."

Caretaker bureaucrats spent \$33m

It can now be revealed the general caretaker conventions were signed during the most recent NSW parliament caretaker period, near the end of the election campaign and before a new government was sworn in. "I don't think it should have been rushed through during that period, it is a lot of money," said Professor John Wanna, who commissioned the cancellation of the contracts in Australia, the country's leading publication on the topic. "I do think it is a breach of the general caretaker conventions. It's not urgent spending that needs to be signed off - contractors for school cleaning is not an imperative, urgent measure." However, the NSW government and the Education Department have defended the move, describing the multi-million-dollar contracts as neither "major" or new, but "variations".

Prof Wanna asked why a decision wasn't made to wait until a new government was sworn in, given the outlay. "It's not as if it couldn't have waited a week or two," he said. "While conventions are not legally enforceable, Prof Wanna said they urge that no significant contractual undertakings should be made" during the caretaker period. The term 2 contracts cover April 26 to June 30 and an Education Department spokeswoman said, "variations" to term 1's contracts. "The enhanced cleaning of schools was enabled through variations to the existing main cleaning contracts," she said. Finance Minister Courtney Houssos accused the former Perrottet government of "forgetting" about the contracts while former education minister Sarah Mitchell said she only had oversight over term 1. Four companies shared 16 contracts to clean state public schools for term 1 and 2, which will now be cancelled from term 3 onwards.

RAISE A GLASS TO OUR BEST FOOD & WINE

Star chefs Brendan Pang, Anna Polyviou and Manu Felidel celebrate the start of the Good Food & Wine Show. Picture: Christian Gilles

Our charity coffers grow

Australia's charity sector generated \$190bn in revenue and employed 10.5 per cent of the workforce in 2021, according to a charity group's own in-house report. The Australian Charities and Not-for-profits Commission's ninth edition of the Australian Charities Report shows that charity revenue, assets and donations grew in the 2021 reporting period. Donations increased to \$13.4bn. "There were 1.42 million employees in the 2021 reporting period, and revenue growth was strong, up by nearly \$14bn on the previous period," Commissioner Sue Woodward AM said.

While My Kitchen Rules chef Manu Felidel might live in Sydney and love it, he feels Melbourne's CBD offers more as a culinary destination. "I don't want to create a war here - and I live in Sydney so I think it's the better place to live - however, I think the Melbourne CBD has a little more to offer and you can find all different cuisines within a block of each other," he said. But Felidel is hoping festivals like this weekend's Good Food & Wine Show can charge that. The French-born chef is appearing alongside former MasterChef contestant turned dumping extraordinaire Brendan Pang and "Dessert Queen" Anna Polyviou at the 2023 Good Food & Wine Show at the International Convention Centre. They all will be giving cooking demonstrations and will be joined by over 250 local artisan producers. There will also be over 600 wines and spirits to sip and 60 cheeses to taste.

VISITOR PROFILE



Our visitor's number one reason for attending is to sample food, wine and other beverages.



17% 25-34 years **23%** 35-44 years **26%** 45-54 years **20%** 55-64 years



The best known food and beverage event in Australia.*



106,743

VISITORS ANNUALLY



\$26+ million
is what visitors spend approximately at the Good Food & Wine Show.



90%
spend more than 3 hours at the Show.



More than **60%**
say the ability to purchase products and access to special offers at the Show is 'Very Important'.

Average Personal Income

\$85K - \$150K

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“It is absolutely the number one consumer event on the calendar. As a marketing person, if you are not here you are really missing out.”

- Marie-Teresa Jones, Head of Marketing, Spirits Platform

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DON'T JUST TAKE OUR WORD FOR IT

We asked some of our Exhibitors and Partners what they love about the Good Food and Wine Show, check out what they had to say...

Scan to hear more from our Partners and Exhibitors as they share their experiences at the Show.



89%

of Exhibitors rated the number of visitors as good or excellent.

“We’ve been frequenting this show for years and years and years and love coming here just because of the quality of the consumers. It really works for this brand.

When you’ve got access to so many engaged passionate people who love their food, they love their beverages – why wouldn’t you want to be here to meet them?”

- Stuey Bourne,
Winemaker, Soul Growers



“We took about ten thousand dollars yesterday, so it was great. A lot of people tried our brand for first time and they’re going to come back because they had a great experience.”

- Oliver Horn, CEO, Nutra Organics



30%

of Exhibitors reported supermarket or hospitality interest for their product.



28%

of Exhibitors reported finding new distribution channels.

“We have been participating in the GFWS for over 10 years now and have found them to be a fantastic way to communicate and interact with customers to introduce them to our brand or connect with customers that already know the brand.

We have used these shows to launch new products in the past as well as taste trialling possible new products to gauge feedback. Crowds are always enthusiastic and prepared to engage with us on anything Beerenberg and that is a huge plus for us.”

- Stephen Wood,
Account Manager, Beerenberg

SPACE IS SELLING FAST!

Don't miss out! Stands start from \$2.5K so contact us today to secure your space.

CONTACT

Chloe Hutchinson
Sales Manager

P: +61 458 324 563

E: chloe.hutchinson@talk2.media

W: www.goodfoodshow.com.au



WINNERS

2022 Best Consumer Show

2022 Best Show Team in Australia

