



“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.



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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“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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WHY PARTNER WITH US?

“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

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 partner with 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.

“

“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

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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

THE PERFECT PAIRING

All sessions include **four wine tastings** perfectly paired with **four delicious food matches**.

ON TREND TASTING ROOM

What's hot in the world of wine right now? Get on trend and expand your wine knowledge. Sessions include:

- Aussie Sparkling
- Rose Revolution
- New Wave Australian Wines, Whites or Reds

[FIND OUT MORE](#)

VARIETAL TASTING ROOM

Do you have a favourite wine variety? This is the Tasting Room for you. Sessions include:

- Pinot Noir Playoffs
- Clash of the Chardonnay
- Shiraz Showdown
- Battle of the Bubbles, Whites or Reds

[FIND OUT MORE](#)

THE CELLAR TASTING ROOM

Step into The Cellar Tasting Room and take your wine appreciation up a notch. Sessions include:

- Cellaring and Aged Wines
- Cellar Collection Red Tasting
- Food and Wine Matching 101
- Small Batch Wines
- How to Judge Wine Like a Pro

[FIND OUT MORE](#)

CUISINE DISCOVERY TASTING ROOM

Food matched perfectly with wine can really take the experience to the next level. Learn some simple wine pairing ideas for different cuisines. Sessions include:

- Asian Fusion
- Italian Eats and Sips
- Tapas and Tipples
- Greek Goodies

[FIND OUT MORE](#)

WIN a trip to a premier dining event in Broome!

Enter now

Kleenheat
Let Life Flow

Valued at over **\$5,000***

PARTNERS



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 \$33.4m contracts for term 2 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. "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, were "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 Hooson 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 - But Felidel is hoping festivals like this weekend's Good Food & Wine Show can change that."

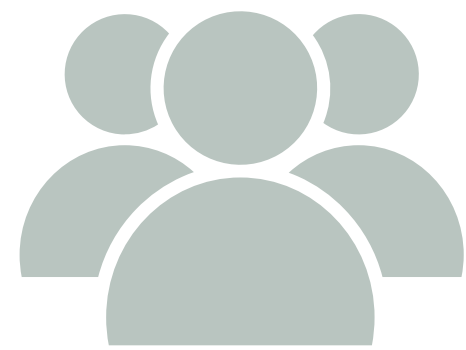
The French-born chef is appearing alongside former MasterChef contestant turned dumping extraordinaire Brendan Pang and "Dessert Queen" Anna Polyviou at the 2023 Good Food & Wine Show at the International Convention Centre. They all will be giving cooking demonstrations and will be joined by over 250 local artisan producers. There will also be over 600 wines and spirits to sip and 60 cheeses to taste.

VISITOR PROFILE



60%

say their main reason for attending the show is to discover new products.



17%

25-34 years

23%

35-44 years

26%

45-54 years

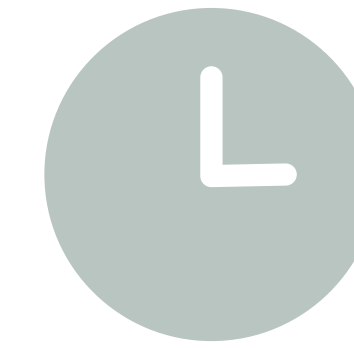
20%

55-64 years



106,743

VISITORS ANNUALLY



90%

spend more than 3 hours at the Show.



65%

spend more than 5 hours at the Show.

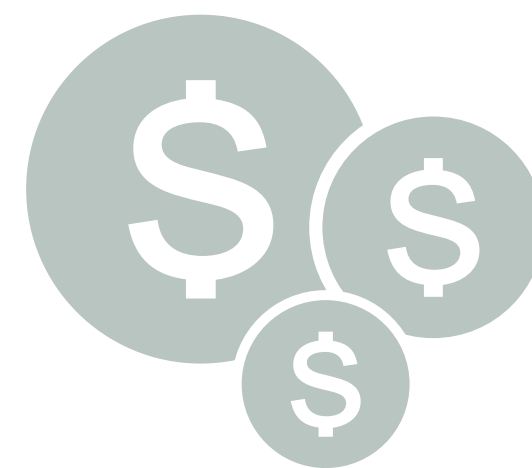


More than **60%**

say the ability to purchase products and access to special offers at the Show is 'Very Important'.



The best known food and beverage event in Australia.*



\$26+ million

is what visitors spend approximately at the Good Food & Wine Show.



Net Promoter Score (NPS)

48

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.



“The exposure that Wine Selectors gets at the Good Food & Wine Show is some of the best we get anywhere across the country.

We love to educate and take people on a journey and to have people that want to get educated and be exposed to new things in the realm of wine and also food - that's perfect for us as a company.”

- Adam Walls, Co-Chair,
Wine Selectors Tasting Panel



“I've had a lot of questions about people wanting to buy our products after the show, wanting to know where they can get them and take them home today, so it's been amazing for us.”

- Holly Walker,
Marketing Manager, SodaStream

“It's been absolutely brilliant brand awareness. There's a diverse range of consumers that turn up to the show and the engagement and interaction is amazing.

The Good Food and Wine Show consumer is someone who's out there looking for experimentation and that's exactly who we're targeting.”

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



“As a long term exhibitor we have decided to double our investment and size of our stand based on the importance of these shows. Great to get customer feedback and use these shows to showcase new products. Staff are always courteous and extremely helpful.”

- Stephen Wood, National Account
Manager, Beerenberg

“The team at Talk2media have been instrumental in helping v2food gain traction and deliver amazing activations across our partnership with the Good Food and Wine Show over the last few years.

They are easy to collaborate with, they take feedback on board and they work with me as an extension of the v2food brand to deliver amazing results.”

- Jemima Fallows, Marketing Manager,
Partnerships & Events, v2food



“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

SPACE IS SELLING FAST!

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

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WINNERS

2022 Best Consumer Show

2022 Best Show Team in Australia

