

Fine Food delivers on all Fronts

Auckland, June 2010 – the inaugural Fine Food New Zealand was a resounding success, greatly exceeding expected visitor numbers and attracting excellent feedback from every quarter. A total of 240 satisfied exhibitors served up the best, latest, and most innovative foodservice, food retail, and hospitality products and services to 5734 trade visitors over the three days of the show - 15% more than the expected 5000 visitors.

Under the umbrella of the New Zealand Europe Business Council, the New Zealand German Business Association (NZGBA) in cooperation with the European Union Delegation organised the „*Taste of Europe*“ stand. Under a large European flag the main exhibitors offered their culinary delights and conducted one-on-one meetings with trade contacts. Seven further company's products were on display with enquiries being taken either by their official trade representative or on their behalf by the NZGBA.

The main exhibitors under the umbrella of the „*Taste of Europe*“ stand included Ballande, a supplier of French wines, Eurodis, offering Evian, Badoit and Orangina as well as a variety of vinegars and fois gras mustards, and Mediterraneo with a range of delicatessen items from the Mediterranean area such as pasta, olive oils, condiments and mezze.

The highlight of the stand was without doubt the launch of European raw milk cheese. Ludovic Avril from Le Marche Francais, the fourth main exhibitor, offered this delicacy, which included specialities such as Comte, Reblochon and Tomme de Chevre to his visitors. His counter was inundated with interested visitors throughout the three days of the trade fair.

All the exhibitors were very pleased with the interest they generated. The introduction of raw milk cheese into New Zealand was celebrated with a function at the stand. The European Union Delegation invited guests from industry and politics, including a representative from the Ministry of Agriculture and Fishery, the government department which gave the green light to the import of the unpasteurized cheese samples.

German iconic company Teekanne and their innovative tea products were also on display. The herbal and fruit teas were brewed freshly every day. Representatives from the hospitality industry were especially interested in the teas, regarding them as a good alternative to fizzy drinks. The exquisite wines of the Poggio Nibbiale vineyard were exported to the trade fair to tantalise the taste bud of potential customers. The growing wine company, with their headquarters in Germany and their grapes from Tuscany, is proud of the many awards their wines have already won. At the moment Poggio Nibbiale is busy building a world wide distribution system.

Impex, an importer of specialities from Europe, showcased typically German products on their display area such as red cabbage, sauerkraut, noodles, wheat beer and Warsteiner beer. UK Trade and Invest represented English manufacturers on their display area. Choco Vic, the chocolate product of Mercato and Slovakian companies

Rona with a collection of exclusive glass ware and Karloff with Tetratea, a spirit with a teabase, completed the offering of „*Taste of Europe*“.

„We do not regard each other as competitors but as complementary partners“, remarked Catherine Michiels, director of Eurodis, about the positive spirit of the stand representatives.

The exhibitors were very happy with the variety of their trade visitors. High profile managers, buyers and representatives from the retail and hospitality industry instead of general public consumers prevailed at the fair. The organisers were pretty keen to make sure that only trade visitors got entry tickets, much to the satisfaction of the trade exhibitors and visitors.

„Fine Food New Zealand 2010, simply put, was a world-class event, attracting both quality exhibitors and high value visitors. It showcased the industry professionally, and is a great addition to the foodservice calendar“, said Tim Beck, Marketing Manager Foodservice, Fonterra Brands New Zealand.

Stephen Randle from Zest Kitchen remarked:

'We came to the show looking for new catering equipment and food products and were completely blown away with the selection of international and local exhibitors. There were lots of them and the quality of their stands was excellent. New Zealand's never seen anything like this before and there's a general feeling of excitement from everyone in the industry already for 2012.'

The next Fine Food NZ will take place in 2012.

©By Doris Evans