

## **Fine Food Australia 2017 Testimonials**

Council partnered with FAN to support a “Flavours of the Sunshine Coast” showcase of local food producers in Sydney at Australia's largest showcase event: Fine Food Australia.

Every September, Fine Food Australia showcases to the industry the latest in food, natural, organic and free-from products, bakery equipment and products, dairy, meat, food packaging, catering equipment, hospitality equipment, international food, beverages, coffee roasters, fit-out and design, and retail technology.

The trade event attracts over 26,000 visitors and 1000 exhibitors from 43 countries.

Companies represented at Fine Food Australia included: Gourmet Garden, COYO, The Country Chef Bakery Co, Walker Seafoods, Walter's Artisan Bread, KOKOPOD Chocolate, Rockliff Seafoods, Gourmet Fudge Supplies, QCamel, 4 Ingredients, Symply Too Good Too Be True, Montville Coffee, Kenilworth Dairies, Belladotti - Fine Food Inspired, Pomodoras Balsamic Dressings, SunLife Superfoods, The Fresh Chai Co, Nutri-Tech Solutions, Nutworks and Ryan Marketing Group.

Nine companies joined the Flavours of the Sunshine Coast stand – read what they said about the experience here:

### **Fine Food Australia 2017 – Comments from Co-Exhibitors**

*Exhibiting at Fine Food Australia 2017 has elevated the scale of our thinking as local food producers.*

*Through the support of FAN and the Sunshine Coast Council we are now moving our vision and production planning from 'suburb to suburb' to 'state to state and country to country'. Our potential reach has exploded within days of returning home and we are confident to go after larger opportunities knowing we have such supportive industry partners and successful businesses around us.*

*A huge thank you to FAN and the Sunshine Coast Council - in particular Emma Greenhatch, Angela Quain and Paul Martins for creating this opportunity. Walter's is now thinking and operating on a different level simply from being exposed to a larger market and more potential opportunities.*

*This is reshaping our thinking and new product development - we are now evaluating how we service a larger customer base and grow rapidly rather than just focusing on slow organic expansion.*

#### **David Andrews, Walter's Artisan Bread and Granola**

*Kenilworth Dairies is a very old business, but very new in many aspects. Sunshine Regional Council and Fan have given us, Kenilworth Dairies, the opportunity to breathe new life into the business in ways you could only imagine. It was like a launch for the business not only for the new branding and marketing, but Kenilworth Dairies were debutants, being discovered for the first time or re-remembered and re-connected with. Every business truly showcased the “Flavours of the Sunshine Coast” on so many levels.*

*Definitely the best co-exhibitor stand and friendliest at this year's Fine Foods. We all should be very proud of all the businesses and region. Thank you,*

*Sunshine Coast Council, - Angela Quain and FAN - Emma Greenhatch, you ladies not only represented the Council and FAN at a very high standard, but our businesses as well.*

*John and Margaret Cochrane (owners of Kenilworth Dairies) could not have been more honour to be associated with Sunshine Regional Council & FAN as they were at this year's 2017 Fine Food.*

*Thank you for inviting us to be part of such a overwhelming large event, making it affordable for us build our business, which only builds a better region.*

*More than satisfied, we were there to explore the domestic market more than anything. The doors this has opened for Kenilworth Dairies has been indescribable.*

***Donna Dodson, Kenilworth Dairies***

*The incredible atmosphere and community of exhibitors at the Flavours of the Sunshine Coast stand drew a crowd every day and established us as a 'foodie hub' both at the Fine Foods expo and as a region in Australia. We began each day by serving a breakfast smorgasbord of our products and continued to support and promote each throughout the day, whether it be moving visitors along the stand with a 'you should try these guys!' or sneaking off to collect a freebie snack for everyone. It was well noted that visitors to Fine Food never stayed at our stand any shorter than 15 minutes. The infectiousness of the Flavours of the Sunshine Coast could not be denied, an atmosphere buzzing with passion for food, enthusiasm and humour.*

*QCamel has already partnered with Freeze-Dry Industries and Kokopod to create our luxurious range of Camel Milk Chocolate Bon Bons.*

*We also brought along our NSW distributor Green Clover who picked up Belladotti's, Montville Coffee, Kokopod and referred Kenilworth forward.*

***Yasmin Brisbane, QCamel***

*Exhibiting at Fine Foods Australia was a fantastic experience for our business. We made contact with some great potential customers and even received some orders while we were exhibiting.*

*It is definitely something we would like to be a part of again. I loved that there were nine totally different Sunshine Coast businesses exhibiting that all supported each other so well. It was great fun and the orders have starting coming in already so we couldn't be happier.*

***Kim, Gourmet Fudge Supplies***

*Fine Food Australia was a great event to attend with our local region as it was a very collaborative and encouraging environment with mutual goals in place. This collaboration worked for both small and larger businesses as well!*

***Brigid Woolnough, Kokopod***

*It was worth going, the organisation was fabulous. the stand looked great and the ladies who ran the stand were really helpful, couldn't*

*do enough for us.*

*Keep doing this - it's great for the coast.*

**Annette Sym, Symply Too Good**

*As an employee of Coyo it was an absolute honour to provide information about our wonderful products and to educate and bring awareness to potential buyers, consumers and so on the information about the benefits of our dairy free, gluten free, organic coconut yoghurt and ice creams. I would highly recommend any new and upcoming business to attend this event, it is certainly valuable to your brand. People who attend this event are there for a reason and in search of wonderful, innovative companies.*

*We have received approximately 3 new stores on the Sunshine Coast, however many leads to still follow up and I think the general awareness of our brand was very valuable for the region. We have received over 5000 leads and several new Sydney stores already signed up.*

**Rebecca Hall, COYO**

*The level of support from Council and FAN for the Food and Agribusiness sector on the Sunshine Coast is truly wonderful. The level of collaboration it inspires and opportunities it presents to local businesses on the coast is something a lot of other regions in our country are jealous of.*

*From participating in the Grow Coastal Food Accelerator programme where we had the opportunity with the expertise and support of industry professionals to get Monty Organic Cold Brew market ready, to launching this product nationally and internationally at Fine Food Australia 2017 has been a remarkable journey for our business.*

*A journey from which we have learned so much about ourselves, the industry, collaboration and the crucial role local Council and industry networks (e.g. FAN) play in enabling growth. We are very grateful!*

*Emma and Angela are amazing!*

**Kevin Fraikin, Montville Coffee**

*We appreciate (and thoroughly enjoyed!) the opportunity afforded to us, by co-exhibiting, as part of the Flavours of the Sunshine Coast stand, at the recent Fine Food Australia.*

*We were proud to be part of the Sunshine Coast Team and, apart from the obvious, new friendships forged and possible, future collaborations, with other Sunshine Coast Businesses, we believe that the experience was beneficial to us, as a business, as a result of the international and national exposure and new leads generated.*

*We would certainly recommended this to other local businesses and hope to be there gain, next year.*

**Marco Guidotti, Belladotti**