



Fine Food Australia 2024

Melbourne, Australia
September 2-5, 2024

Australia is the world's 13th largest economy and ranks 19 among U.S. agricultural export markets. In 2022, U.S. agricultural exports to Australia totaled \$1.64 billion. Supermarket and grocery expenditures continue to account for the bulk of food retailing purchases with a share of 63.5 percent. Market prospects for U.S. food products are best in areas drawing on innovative products, economies of scale, and the U.S. position as a counter-seasonal supplier of fresh product.

Fine Food is an international exhibition for the food and drinks industry and is the largest food industry event in Australia. Due to Australia's large geographic size, exhibiting at Fine Food is the most cost-effective way for U.S. companies to meet potential partners and customers interested in consumer-oriented food products.

Participation Fee:

- Corner Booth: \$2,157; Early Bird Special: \$1,957 (if you register and pay before April 2, 2024)
- In-line Booth: \$1,949; Early Bird Special: \$1,749 (if you register and pay before April 2, 2024)

Fee Includes:

- 9m² booth and standard furniture package
- Market briefing & tour
- One-on-one meetings with pre-screened buyers
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: June 2, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Healthy, Retail Products

Product Description: Meat, Poultry, Seafood, Dairy, Fresh and Processed Fruits and Vegetables, Non-Alcoholic & Alcoholic Beverages, Prepared Foods, Condiments and Sauces, Snack Foods, Bakery Products, Tree Nuts, Breakfast Cereals, Baby Foods

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

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Global Event Coordinator: Angelique Rhome, Angelique@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.