



Fine Food Australia 2026

Melbourne, Australia
August 31-September 3, 2026

Australia is the world's 14th largest economy with the second highest median wealth per adult worldwide. In 2024, US agricultural exports to Australia totaled \$1.5 billion. The U.S.-Australia Free Trade Agreement further benefits U.S. exporters by eliminating tariffs on many food products. The top growth products for the market are bakery goods, food preparations, processed fruits and vegetables, condiments and sauces, and non-alcoholic beverages.

Fine Food is an international exhibition for the food and drinks industry and is the leading trade event for foodservice and hospitality 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:** \$1,465; **Early Bird Special:** \$1,265 (if you register and pay before April 3, 2026)
- **In-line Booth:** \$1,265; **Early Bird Special:** \$1,065 (if you register and pay before April 3, 2026)

Fee Includes:

- 9 sq m booth and standard furniture package
- Market briefing & retail tour
- One-on-one meetings with pre-screened buyers
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winnexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **June 1, 2026** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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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If you have a question about an event, feel free to contact us at events@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.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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