



THE LEADING
TRADE DESTINATION FOR
AUSTRALIA'S FOOD
INDUSTRY

7-4-2022 Release:

Fine Food Australia & AFAB Join Forces

Today we are pleased to announce the signing of Fine Food Australia as an Official Founding Partner of the Australian Foodservice Advocacy Body (AFAB).

As part of the alignment Fine Food and AFAB will look to establish several joint initiatives that support this partnership as part of the 2022 event, with more announcements to be released soon. The next edition of Fine Food Australia will run in Melbourne, 5 – 8 September 2022, Melbourne Convention Exhibition Centre.

According to Fine Food Australia Event Manager Andrew Lawson, the Founding Partnership will boost the already important conversations and insights being held at Fine Food.

“This is an exciting time for the food industry as we continue to rebuild. By working closely with AFAB and their affiliated members across Australia, Fine Food can ensure that our attendees – both exhibitors and visitors – have access to the most genuine and up to date legislative and industry updates, research, a seat at the table, networking, and the latest services and suppliers supporting the industry,” said Lawson.

“The team at Fine Food appreciate AFAB regarding Fine Food as their trade event partner of choice. As we plan for our Melbourne event in September, we look forward to continuing to build on this valuable partnership in the immediate months, and contributing information and support as AFAB continues to grow its reach and representation across the industry.”

“As the premier foodservice trade event in the industry, working with Fine Food Australia is a further step to connect with our stakeholders across the entire industry, and to truly represent through the strategic lenses of connect, advocate & inspire”, said AFAB CEO, Tony Green.

“AFAB is well placed to work with Fine Food to drive advocacy and better outcomes across the industry, ensuring insights and real value to our stakeholders and event attendees. We’re looking forward to working together to delivery our industry improving projects of Commercial, Best Practice, Sustainability and Attraction & Retention’, added Green.

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About Fine Food Australia

Fine Food Australia is the leading trade event for the entire food industry, across not only foodservice but food retail, bakery and hospitality. Running for 36 years, the event has welcomed thousands of food industry professionals from across the industry and world. The event returns to Melbourne 5 – 8 September 2022 Melbourne Convention Centre. Exhibitor and Sponsorship Enquiries are now open and visitor registration will open this June.

<https://finefoodaustralia.com.au/>

About Australia Foodservice Advocacy Body (AFAB)

AFAB is an integrated complete supply chain industry body for Australia's Foodservice sector, AFAB brings together new senior Foodservice leaders representing producers, manufacturers, distributors, operators and service providers with a simple purpose: "To raise the agenda and unlock the potential of Australia's Foodservice sector"

<https://www.ausfab.org/>