



Post Show Report

Wine & Spirits Australia
24 – 26 September 2007
Wharf 8, Darling Harbour

diversified
EXHIBITIONS ■ AUSTRALIA

A summary of statistics sourced from individual exhibitor and visitor surveys.

Compiled by Diversified Exhibitions Australia



Introduction

Wine & Spirits Australia was staged at Wharf 8 Darling Harbour from 24 – 26 September 2007. It was held concurrently with Fine Food Australia which was staged at the Sydney Exhibition Centre.

Wine & Spirits Australia featured the latest liquor and related products from around the world.

Highlights were:

- **132 local and international exhibitors**
- **3,590 buyers**
- **586 interstate visitors**
- **207 international visitors**
- **Strong representation from On-premise, Off-premise and Hospitality buyers**

As the organiser of this event, Diversified Exhibitions Australia has a commitment to bring buyers and sellers together in a professional environment that generates business. To measure the success of each show Diversified Exhibitions Australia commissions a survey of visitors and exhibitors and presents the results in a show report. Our research enables us to monitor the audience quality generated by our promotional campaigns.

Source

The statistics for this report were compiled from visitor registration forms conducted by Info Salons Australia. The exhibitor and visitor surveys were conducted by Diversified Exhibitions Australia and Info Salons Australia. Extracts from all sources are available on request to support quoted statements and statistics.

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Exhibition Profile

Wine & Spirits Australia is an international trade exhibition for the liquor industry. It is staged concurrently alongside Fine Food Australia. Both events run annually and alternate between Melbourne and Sydney.

Title

Wine & Spirits Australia

Date

24 – 26 September 2007

Venue

Wharf 8, Darling Harbour, Sydney, Australia

Gross Area

3,500 square metres

Cost

Space only stands \$ 345.00 per square metre plus 10% GST
Pre built stands were available from \$ 2370.00 plus 10% GST

Exhibitors

A total of 132 exhibitors took part

Visitors

Total 3,590 visitors attended comprising of On-premise and Off-premise liquor buyers from Australia and 27 other countries.

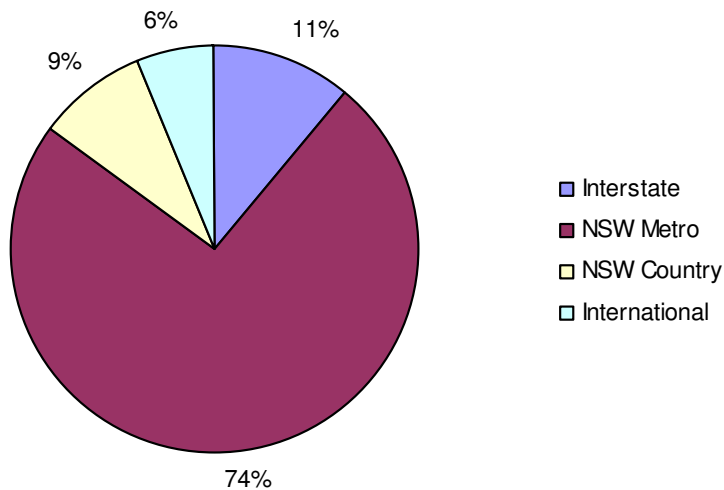
Admission

Entry is restricted to members of the retail, foodservice and hospitality sector. All visitors must be over the age of 18.

68% of visitors say trade shows are the best way for them to discover new products for their business

Visitor Analysis

A total of 3,590 buyers attended the exhibition over three days. There was strong support from local visitors and significant attendance from interstate and international buyers. Exhibitor personnel are not included in these figures, although they often conduct significant business with other suppliers at the show.



New South Wales

Sydney Metro	2,490
NSW Country	307
Total	2,797

Interstate

Victoria	190
South Australia	29
WA	68
Tasmania	44
Queensland	194
NT	7
ACT	54
Total	586

International	207
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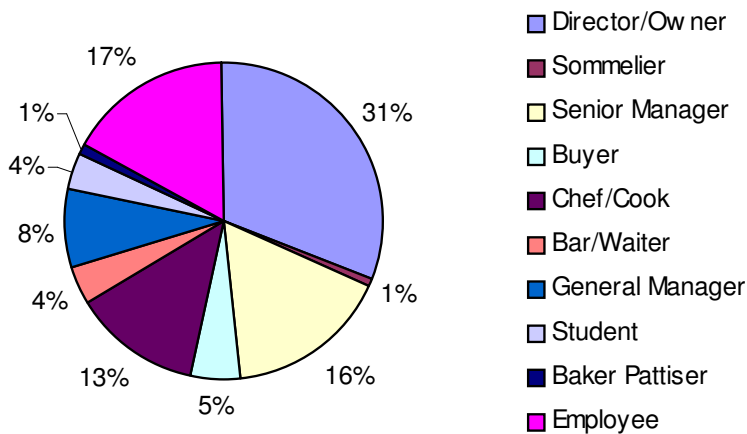
3,590 buyers attended the show over 3 days

Visitor Analysis (continued)

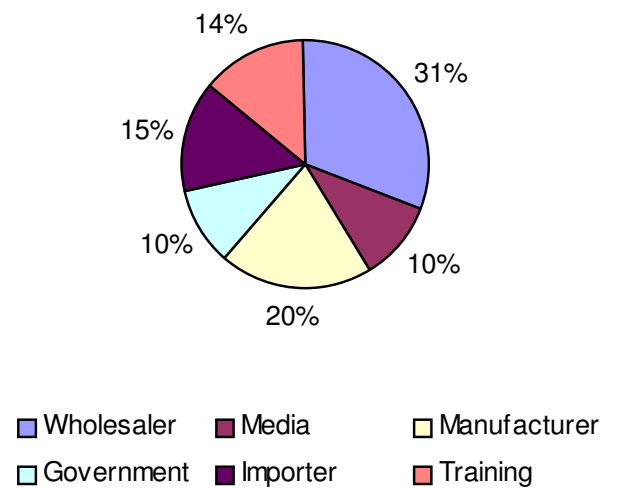
Buyers came from a broad range of industry sectors. For statistical purposes these have been divided into On-premise, Off-Premise and General Categories.

Results indicate a good balance between industry categories.

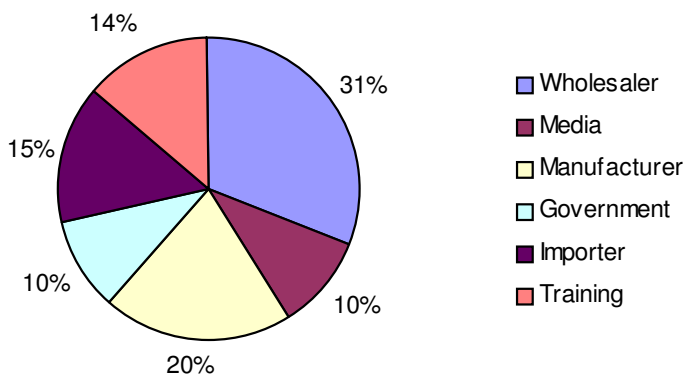
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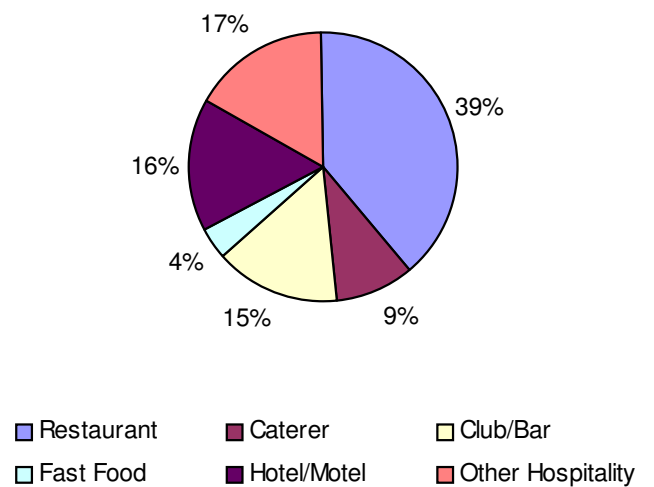
General



Off-Premise



On-Premise



Exhibitor Survey Results

The following statistics were compiled from exhibitor surveys that were sent to all participating companies.

- 85% of exhibitors said that launching a new product at Wine & Spirits Australia was critical or important
- 60% of exhibitors were satisfied or very satisfied with their launch of a new product
- 89% of exhibitors said that networking was a critical or important part of this year's show
- 72% of exhibitors were satisfied or very satisfied with the networking opportunities at Wine & Spirits Australia
- 75% of exhibitors rated the Exhibition Management of Wine & Spirits Australia as excellent, very good or good.

Show Features

This Wine & Spirits Australia featured international guest speakers including New Zealand's favourite wine scribe, Bob Campbell MW and Australia's Tim White. The event also featured a series of not to be missed Premium Sessions in which participants tasted up to 18 different wines.

Liquid Talk Theatre



Liquid Talk was a major feature of the show. Speaking sessions ran for 30 minutes and provided visitors with a unique opportunity for meeting wine makers, importers and experts in an informal and educational environment.

Be it a product, concept, flavour or information; Liquid Talk gave producers a unique opportunity to tell their story.

Sessions were hosted by wine commentator Robert Hicks and exhibitors had the opportunity to gain valuable exposure by submitting their products for inclusion.

NEW – Beverage Theatre

Australia's hottest winemakers and flair bartenders came together in this exciting new feature. It showed what's hot and what's not and generated great new ideas from those in the know.



Exhibitor Quotes

“First time at the show and was very impressed with the setup and organisation. Although the footfall could have been heavier I believe the show works for us.”

Llexan Australia
Mark Stafford – Managing Director

“Calibre of Asian buyers was good. By only having people who were obviously planning to come to the wine section we had time to talk to serious leads rather than just pouring wine.”

Buller Wines
Susan Buller – Manager

‘As organisers of the FRANCE: Group Stands at Wine & Spirits Australia 2007, the French Trade Commission of Sydney is delighted with the success, feedback and interest that was generated by the French products and we look forward to participating in 2008 with a stand twice the size.’

French Trade Commission
Emily Hammon – Commercial Attachée

“I thoroughly enjoyed the show, I thought the venue and layout was good.”

Liquorwatch
Kim McMullen – Publisher

“James – thanks and well done to you and your team for another great show. Although the numbers seemed slightly down, for Jindalee Wine & Spirits was invaluable particularly for increasing our reach into the Asian markets we are very pleased with the quality of the buyers and look forward to building on our success in 2008.”

Jindalee Estate
Justin Hickey - Domestic Sales & Marketing Manager

93% of visitors discovered new products at Wine & Spirits Australia



Future Events

Trade Exhibitions

Wine & Spirits Australia 2008

Melbourne Exhibition Centre

22 – 24 September 2008

Fine Food Australia 2008

Melbourne Exhibition Centre

22 – 25 September 2008

Consumer Exhibitions

Good Food & Wine Show 2008

Melbourne Exhibition Centre

30 May – 1 June 2008

Sydney Exhibition Centre

22 – 22 June 2008

Perth Exhibition Centre

11 – 13 July 2008

Brisbane Exhibition Centre

9 – 11 November 2007

Organised by Diversified Exhibitions Australia

Exhibition Director: James Laing
Exhibition Sales Manager: Claire Back
Exhibition Coordinator: Michelle Ryan

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