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New Zealand

Exporter Guide

Annual

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Report Highlights:
In New Zealand, consumer-oriented agricultural products have trended upward over the past several years, but fell slightly in 2009 to US $1.65 billion. Australia is by far the leading supplier with a 47% market share followed by the United States at 10% and China at 4%. Leading imports from the United States include pet food, food preparations, frozen meat products, fruit & vegetable juices, fresh fruit (grapes, oranges and peaches) dried fruit and nuts, and sauces/condiments.

Post:
Wellington

SECTION I: MARKET OVERVIEW

Overview

New Zealand lies in the southwest Pacific Ocean and consists of two main islands and several smaller islands. It is comparable in size to Japan and has a population of 4.39 million people. It is a largely urbanized society with over half of the population residing in the four largest cities: Auckland, Wellington, Christchurch and Hamilton. According to Statistics New Zealand, approximately one-third of New Zealanders live in Auckland. The capital and seat of government is the city of Wellington, which is situated on the southernmost part of the North Island. (Click here for an interactive map of New Zealand.)

Quick Facts	
Population	4.39 million
Real GDP*	NZ $134.2
Unemployment Rate	6.4%
Consumer Price Index	1.7%
Median Per Capita Income	NZ $27,508
Median Income for Men	NZ $35,100
Median Income for Women	NZ $22,152
Median Family Income	NZ $64,272

*GDP: GDP is chain volume series in 1995/96 prices
Source: Statistics New Zealand

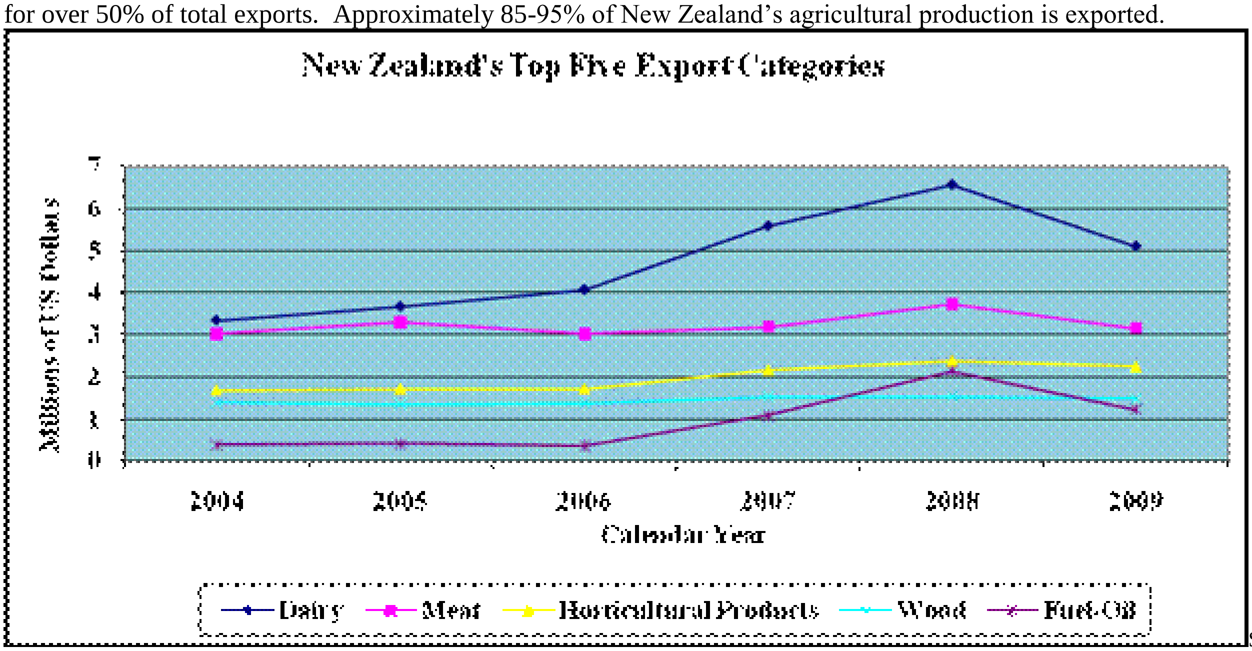
The majority of New Zealanders are of European descent. However, the country has an increasingly multi-cultural population. According to the 2006 census, which is the latest data available, the indigenous Mäori are the largest ethnic group accounting for almost 15% of the total population, followed by Asian New Zealanders at 9%, and Pacific Island New Zealanders at 7%. New Zealanders of European descent account for approximately 68% of the population, down from 83% in 1996. Asians are the fastest growing ethnic group, up 50% from the 1996 census, followed by Pacific Islanders, up 8% from 1996.

According to 2009 figures, over half of the New Zealand population is female (51%) and the median age is 36.5 years. As of December 2009, net migration was 21,253 individuals with 65,157 departures and 86,410 arrivals.

New Zealand Population					
Year Ended 31 December	2005	2006	2007	2008	2009
Mean estimated resident population	4,136,000	4,186,900	4,230,700	4,271,100	4,318,100
Males	2,026,200	2,049,500	2,072,000	2,093,300	2,118,600
Females	2,109,800	2,137,400	2,158,800	2,177,800	2,199,500
Median age (years)	35.5	35.8	36.1	36.3	36.5
Arrivals (permanent and long-term)	78,963	82,732	82,572	87,463	86,410
Departures (permanent and long-term)	71,992	68,123	77,081	83,649	65,157
Net migration	6,971	14,609	5,491	3,814	21,253

Source: Statistics New Zealand

Although long characterized as a "sunset" industry, agriculture remains cornerstone of the New Zealand economy accounting for over 50% of total exports. Approximately 85-95% of New Zealand's agricultural production is exported.



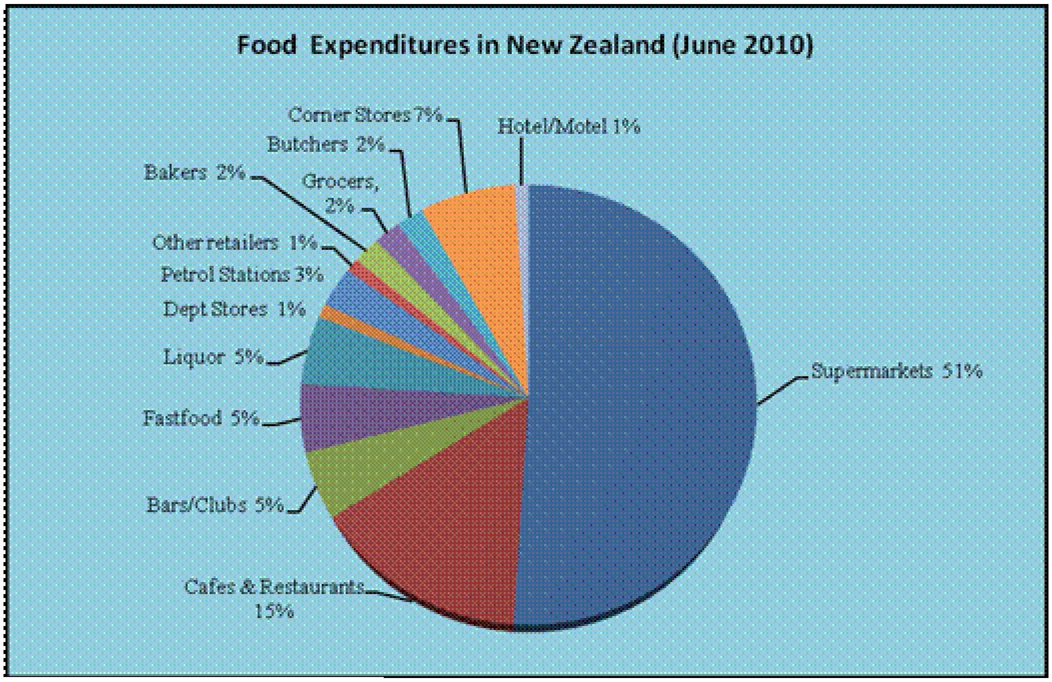
Source: Global Trade Atlas

US-NZ Agricultural Trade	
U.S. exports of agriculture, fish and forestry to New Zealand	US $244 million
U.S. imports of agriculture, fish and forestry from New Zealand	US $1.84 billion

Source: USDA

Retail Grocery Sector

The retail grocery market in New Zealand is well developed with supermarkets, small-scale grocery stores, fresh food specialty stores and convenience stores in all of the major population centers. New Zealand's food expenditures in 2010 (June year) were valued at over NZ $26 billion (US $18.72 billion). Approximately 51% of sales, NZ $13.2 billion (US $9.5 billion), were made through supermarkets followed by cafes and restaurants at 15%, corner stores at 7%, fast food outlets at 5%, bars/pubs and clubs at 5%, and other outlets at 17%. *(Source: Coriolis Research, June 2009 report)*

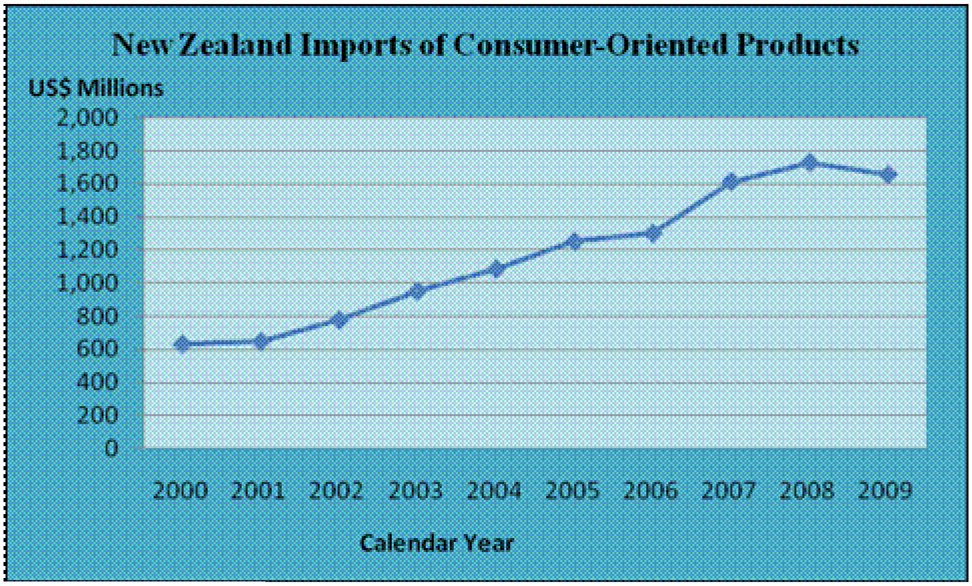


Source: Coriolis Research, June 2010

Consumer-Oriented Food Product Trade

As shown in the table below, New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years, but fell slightly in 2009 to US $1.65 billion. Australia is by far the leading supplier with a 47% market share followed by the United States at 10% and China at 4%.

Leading consumer-oriented imports from Australia include wine, food preparations (including food crystals, powders, nut pastes etc.), snack foods, bread/cookies/cakes, pet food, confectionery and frozen meat products etc. Leading imports from the United States include pet food, food preparations, frozen meat products, fruit & vegetable juices, fresh fruit (grapes, oranges, and peaches), dried fruits and nuts, and sauces/condiments. Top imports from China include sugar confectionery products, peanuts, pasta, food preparations, bakery products, frozen/cooked vegetables, prepared peaches, pasta, starches, frozen vegetables, and apple juice. *(Source: Global Trade Atlas)*



Source: Global Trade Atlas

Advantages and Challenges for U.S. Consumer Food Exporters

<table>
<tr><th>Advantages</th><th>Challenges</th></tr>
<tr><td>Familiar business and cultural environment and no language barriers</td><td>New Zealand labeling laws are different from those in the U.S.</td></tr>
<tr><td>U.S. products tend to enjoy a quality reputation along with novelty status</td><td>Growing competition from Malaysia and China in the consumer-oriented food category</td></tr>
<tr><td>Minimum barriers to trade including low tariffs ranging between 0 and 5%</td><td>Strict phytosanitary/sanitary regulations with regard to fresh produce and meats</td></tr>
<tr><td>Opportunities to market U.S. fresh products during New Zealand’s off-season due to the counter seasonal nature of the markets</td><td rowspan="2">Consumer foods imported from Australia are duty free, while U.S. products are assessed tariffs between 0 and 5%. Some Canadian products have preferential tariff treatment.</td></tr>
<tr><td>Some supermarkets make individual buying decisions</td></tr>
<tr><td>Ease of doing business and size of market make it a good fit for new-to-export and small to medium companies</td><td>New Zealand retail market is highly consolidated and dominated by two supermarket chains</td></tr>
<tr><td>NZ practices a science-based approach to trade</td><td>Distance from United States results in high transportation costs</td></tr>
</table>

SECTION II: EXPORTER BUSINESS TIPS

- New Zealand is a well-developed market. Establishing good working relationships with importers/distributors is key to entering the New Zealand marketplace. Approximately 90% of all imported food products are purchased and distributed within New Zealand by importers/distributors.
- New Zealand supermarkets mainly purchase imported products from importers and distributors rather than importing directly. In the case of Foodstuffs, interested U.S. exporters should contact each of the regional offices directly as they can make buying decisions independently of each other. (Please see Section V for contact information.)
- Tariffs assessed on U.S. food products range from zero to 5%. Tariff rates can be checked at Working Tariff Document of New Zealand on the New Zealand Customs website.
- General sales tax (GST) on domestic and imported products is 15%.
- The cost of international freight can be a fairly significant percentage of the final cost of a product. U.S. exporters can contact freight forwarders in the United States to determine transportation cost. New Zealand importers and distributors can arrange shipment with the help of customs brokers in New Zealand.
- High quality products with innovative packaging and unique features that are price competitive tend to do well in the New Zealand market.
- Fresh U.S. produce is an especially welcome addition to New Zealand retail shelves during winter in the Southern Hemisphere.
- Innovative, environmentally-friendly packaging has an advantage in retail food products.
- New Zealand has strict food standards and labeling requirements that are set out in the Australia New Zealand Food Standards Code. U.S. exporters are encouraged to review the Food and Agriculture Import Regulations and Standards (FAIRS) report for New Zealand which contains detailed information on New Zealand's food standards, labeling requirements, import regulations, etc. This report can be viewed at the following site: http://www.fas.usda.gov/scriptsw/attacherep/default.htm

SECTION III: MARKET STRUCTURE AND TRENDS

Market Structure

Two supermarket chains, Foodstuffs (NZ) Limited and Progressive Enterprises Limited, dominate the New Zealand retail sector. Foodstuffs (NZ) Ltd. has an estimated 55% share of the New Zealand grocery market and Progressive Enterprises has an estimated 40% share.

New Zealand Retail Market Distribution

Supermarket Group	Ownership	Market Share	Store Names
Foodstuffs (NZ) Ltd	New Zealand owned; made up of three independently owned co-operatives	55%	• New World- Full service supermarkets • Pak'n'Save- Foodbarn/retail food warehouses • Write Price- Foodbarn/retail food warehouses • Four Square- Convenience grocery stores • On the Spot- Convenience stores
Progressive Enterprises	Owned by Woolsworths Limited (Australia)	42%	• Woolworth- Full service supermarkets • Foodtown- Full service supermarkets • Countdown- Discount supermarkets • Supervalue- Conveniece grocery stores • Fresh Choice-Fresh and gourmet food stores • Woolworth Quick & Micro- Convenience stores
Independent Grocery Stores	New Zealand Owned	3%	• Ethnic Shops • Asian Grocery stores • Independent Green Grocers

Source: Coriolis Research, June 2010

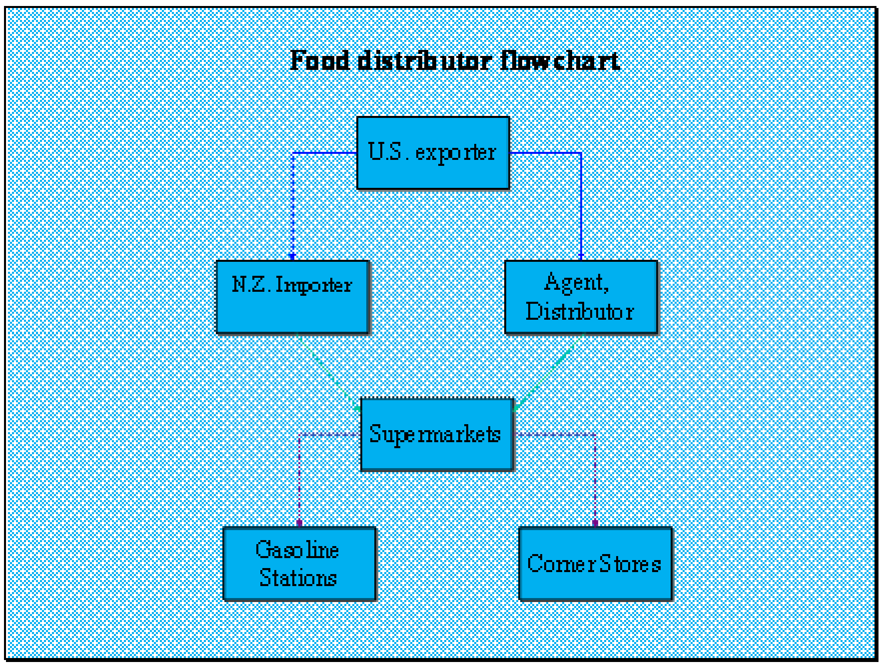
Foodsuffs (NZ) Limited has 704 stores including 45 Pak N Save, 132 New World, 282 Four Square, 147 On the Spot, 3 Write Price, 1 Shoprite, 75 Liquorland, 3 Duffy & Finns, and 16 Henry's Beer Wine and Spirit. The organization is comprised of three regional cooperatives: Foodstuffs (Auckland) Co-operative Society Limited, which covers the middle to upper North Island; Foodstuffs (Wellington) Co-operative Society Ltd, which covers the southern half of the North Island; and Foodstuffs (South Island) Co-operative Society Limited, which covers the entire South Island. Interested U.S. exporters should contact each of the regional Foodstuffs offices as they make some buying decisions independently of each other. (Please see Section V for contact information.)

Progressive Enterprises Limited, a subsidiary of the Australian company Wooldworths Limited, has a 42% share of the New Zealand grocery market. Progressive Enterprises has 28 Woolworths stores, 20 Foodtown, 104 Countdown, and 22 Woolworths Micro and Quickstop convenience stores. Most purchasing decisions are made at its headquarters in Auckland but some are made by Woolworths Australia.

In 2009, Progressive Enterprises announced a NZ$1 billion expansion plan to be implemented over five years. In the last year, it reportedly spent NZ$ 200 million in expanding, rebranding and opening stores. The company has plans to rebrand all Foodtown to Countdowns over the next five years.

U.S. exporters interested in supplying the New Zealand market can work with importers, distributors or import brokers that target food category/merchandise managers at major wholesalers and supermarket chains. Indicative margins (as a guide only) for New Zealand importers/distributors are as follows:

-Importers: 5-20% of gross margin (i.e. percent of wholesale value)
-Distributors: 10-30% of gross margin (if funding promotional activities)
10-20% of gross margin (if not funding promotional activities)
-Supermarkets: 15-20% of the wholesale value (depending on the category)
-Independent Grocers: 30-40% of the gross margin



Market Trends

- As of June 2010, New Zealanders spent an average of NZ $1,010.00 per week. Of this, 17.5% or NZ $177.70 was spent on food. Approximately 44% of the weekly average expenditure on food was spent on grocery items; 11% on fresh fruits and vegetables; and 13% on meat, fish and poultry. Nearly 24% of the weekly budget was spent on restaurant and take out meals and 5 percent was spent on non-alcoholic beverages. (*Source: Household Economic Table, June 2010, Statistics New Zealand)*
- Research conducted by Hypermedia suggests that two-thirds of shoppers in New Zealand make a purchase decision when they are in the supermarket, which suggests that in-store promotions are key for new products as they encourage shoppers to taste, smell, feel and experience the product before they buy. *(Source: Food Industry Week, November 2010)*
- Since July 2009, sales of nutritional sports bars grew from NZ $6.1 million to NZ$6.8 million. Overall, the wrapped snack bar category is valued at NZ $128 million and it is growing at the rate of 2.5% per annum. *(Source: FMCG article Wrapped Health, 2010)*

- For the year ending November 2010, snack food sales through New Zealand supermarkets were NZ $286 million. Of this, potato chips accounted for NZ$121 million.
- New Zealand's total meat consumption fell 5.4% to 382,052 tons for the year ending December 2009 in comparison to 2008. Sheep meat consumption declined 25% to 41,167 tons, beef consumption declined 1.1% to 117,472 tons, and poultry consumption decreased 4.8% to 136,728 tons. In comparison, pork consumption increased by 0.5% to 85,056 tons. *(Source: FMCG)*
- The recession and an uptick in food prices has impacted on food shopping habits in New Zealand. According to a survey conducted by The Nielsen Company, 97% of shoppers reported an increase in food and beverage prices and 80% changed the way they shop. Approximately 81% of shoppers surveyed now check prices before making a buying decision, as compared to 63% in June 2008. Approximately 65% of those surveyed were buying fewer luxury items. Instead, consumers are spending more on affordable treats that offer value for money. *(Source: National Business Review, March 2009)*
- New Zealanders have one of the world's highest rates of allergy or food intolerance, with an estimated 25% suffering from some form of allergy including asthma, anaphylaxis, wheat, dairy and egg allergies. As a result, a growing category is gluten-free products. Estimated at NZ $22.3 million in 2007, the gluten-free market is expected to grow by almost 30% per annum by 2011 to NZ $50 million. *(Source: FMCG, June 2009)*
- According to the OECD Report- *The HealthCare Data 2009*, New Zealand ranks as the third most obese nation among the developed countries. The obesity rate among adults in 2007 was 26.5%, up from 25% in 2003 and 18% in 1997. *(Source: New Zealand Herald, July 2009)*

Section IV: Best Consumer Oriented Product Prospects for US Exporters

Product Category	Total Imports 2009 (US $1,000)	5 Year Average Annual Import Growth	Import Tariff Rate	Key Constraints over Market Development	Market Attractiveness for U.S.
Fresh Grapes	$21,549	19%	Free	NZ is a small market; competition from Chilean and Australian grapes.	High growth potential. Consumers want fruits to be available year round.
Fresh Fruits *(apricots, cherries, peaches, plums)*	$4,515	9%	Free	Some consumers have a slightly negative quality perception of imported fresh fruits.	U.S. can supply counter-seasonal fruit. Consumers want fruits to be available year round.
Pears	$4,476	8%	Free	Consumer resistance to unfamiliar varieties.	NZ is one of the first markets to get the fresh pear crop.
Citrus Fruit	$19,118	13%	Free	Small market	New Zealand consumers appreciate quality of U.S. citrus.
Fruit and vegetable Juice	$96,636	20%	5-7%	U.S. products are expensive compared to products from some competitor countries.	Value-added juices/ concentrates with health and nutritional benefits have potential to grow.
Processed Fruits & Vegetables	$218,171	14%	0-7%	U.S. products are not always price competitive with product from China and other competitors.	U.S. has a reputation of supplying good quality product. To be successful, product must be price competitive.
Dry Fruit *(dates, figs, raisins)*	$3,093	19%	Free	U.S. is price competitive in raisins; faces tough competition in dates/figs category.	Expanding demand for good quality and healthy foods.
Dry Nuts *(almonds/ walnuts/ pistachios)*	$31,899	22%	Free	Competition from Australia and other countries; need to be price competitive to maintain market share.	U.S. dry nuts are considered high quality. Market share can be expanded if price competitive and promoted as healthy and nutritional snack food.
Snack food *(confectionery, cocoa product, cookiess)*	$211,433	14%	6.5-7%	Australia is a leading supplier. Australia and New Zealand enjoy similar tastes/flavors in snack	Strong demand for convenience and snack food.

				items.	
Breakfast Cereal	$42,572	15%	Free	Strong competition from Australia.	Strong demand.
Pet Food	$116,270	18%	0-7%	Price competitive products from Australia.	Strong demand for premium products.
Wine	$127,216	9%	5%	Lack of importers handling U.S. wines	American style Zinfandel and Cabernet Sauvignon have potential to expand in this market.

Section V: Key Contacts

Foodstuffs (Wellington) Co-operative Society Limited
PO Box 38-896
Kiln Street,
Silverstream
Wellington, New Zealand
Attn: Eve Kelly, Purchase Manager; Andrew Loveridge
Tel: +64-4-527-2510; 04-527-2655
Email: eve.kelly@foodstuffs-wgtn.co.nz

Foodstuffs (South Island) Co-operative Society Limited
167, Main North Road,
Papanui
Christchurch, New Zealand
Attn: Graham May, Purchase Manager
Tel: +64-3-353-8648
Email: gmay@foodstuffs-si.co.nz

Foodstuffs (Auckland) Co-operative Society Limited
PO Box CX12021
Auckland,
New Zealand
Attn: Mr. Tony Olson, Purchase Manager
Tel: +64-4-621-0641
Email:

Progressive Enterprises
Private Bag 93306
Otahuhu
Auckland, New Zealand
Attn: Graham Walker, Business Manager
Tel +64-9-275-2621
Email:

Agricultural Affairs Office
Foreign Agricultural Service
U.S. Department of Agriculture
American Embassy
29 Fitzherbert Terrace
Thorndon
Wellington
Tel: +64-4-462-6012
Fax: +64-4-462-6016
Email: agwellington@usda.gov

Food Standards Australia New Zealand (FSANZ)
108 The Terrace
Wellington 6036
New Zealand
Tel: 64-4-978-5631
Fax: 64-4-473-9855
Internet Homepage:

New Zealand Food Safety Authority (NZFSA)
68-86 Jervois Quay
PO Box 2835
Wellington
NEW ZEALAND
Phone: +64 4 463 2500
Fax: +64 4 463 2501
Email: Rebecca.mcgill@nzfsa.govt.nz
Internet Homepage: http://www.nzfsa.govt.nz

Ministry of Agriculture and Fisheries (MAF)
PO Box 2526
Wellington
New Zealand
Tel: 64-4-474-4100
Fax: 64-4-474-4111
Internet Homepage:

Restaurant Association of New Zealand
P.O. Box 47 244
Ponsonby
Auckland, New Zealand
Phone: 64-9- 378-8403
Fax: 64-9- 378-8585
Internet Homepage:

APPENDIX 1. STATISTICS

Table A. Key Trade and Demographic Information

Key Trade and Demographic Information	
Agricultural Imports from All Countries US$ millions (2009) U.S. Market Share	 $2,448 9%
Consumer Food Imports from All Countries US$ millions (2009) U.S. Market Share (%)	 $1,654 10%
Edible Fishery Imports from All Countries US$ millions (2009) U.S Market Share (%)	 $93 4%
Total Population (Millions) Annual Growth Rate (Calendar Year 2009)	4.39 million 1.28%
Urban Population (Millions) (2010)	2.9
Number of Major Metropolitan Areas[1]	1
Per Capita Real Gross Domestic Product (US$/2010)	$22,050 (NZ$30,625)
Unemployment Rate (%) (2010)	6.4%
Per Capita Food Expenditure (US$) [2] (2010)	5,389
Percent of Female Population Employed (June 2010)	46.9%
Exchange Rate (Nov 2010)	US$1 = NZ$1.29

Source: U.N. Database; Statistics New Zealand

1/ There is only one city in NZ with a population in excel of one million – Auckland with a population of 1.46million. New Zealand has three other large metropolitan areas (June 2010): Wellington region (483,200), Christchurch region (565,800), and Hamilton region (411,500).

2/ Agricultural Affairs Office estimate.

Table B. New Zealand Consumer-Oriented Food Product Imports

Country	Imports (US$)		
	2007	2008	2009
Australia	$784,895,396	$811,754,130	$780,277,235
United States	$155,758,360	$177,578,629	$171,956,436
China	$67,408,668	$75,414,059	$67,294,115
Philippines	$41,659,429	$42,184,512	$43,524,558
Canada	$38,479,353	$36,341,882	$41,281,971
Thailand	$28,483,362	$34,166,502	$38,530,420
Netherlands	$32,672,306	$37,449,598	$35,410,583
Italy	$38,161,882	$38,175,860	$34,630,598
Ireland	$23,919,865	$31,346,826	$34,559,644
France	$37,569,246	$51,685,278	$33,489,937
Swaziland	$40,007,605	$29,179,737	$28,760,869
Germany	$25,577,626	$25,262,300	$20,834,525
United Kingdom	$21,783,582	$20,212,319	$20,684,082
Turkey	$16,423,711	$19,157,575	$17,878,410
Fiji	$20,934,554	$18,622,030	$16,570,468
Other	$240,023,164	$279,438,428	$269,260,767
Total from the World	$1,613,758,109	$1,727,969,665	$1,654,944,618

Source: Global Trade Atlas

Table C. New Zealand Fish & Seafood Product Imports

Country	Imports (US$)		
Thailand	$32,435,376	$39,133,281	$34,673,092
China	$15,041,683	$20,893,136	$12,290,996
Australia	$5,645,290	$7,161,116	$7,435,723
Vietnam	$5,429,103	$7,500,184	$7,397,183
Canada	$7,363,030	$10,154,862	$5,741,761
Argentina	$1,732,668	$2,379,137	$4,795,564
United States	$4,330,387	$4,285,985	$4,413,844
New Zealand	$1,184,341	$811,686	$2,625,523
Malaysia	$1,572,784	$1,386,803	$2,331,207
Japan	$1,776,916	$3,443,612	$2,180,935
Chile	$2,897,131	$1,770,982	$1,664,673
Peru	$206,668	$628,517	$1,246,181

India	$2,609,192	$1,088,188	$1,188,004
Fiji	$1,341,465	$1,626,989	$1,186,303
South Korea	$1,030,918	$1,420,184	$1,028,419
Other	$5,057,729	$4,184,629	$3,704,339
Total from the World	$89,654,681	$107,869,291	$93,903,747

Source: Global Trade Atlas

Table D. New Zealand Imports of Agriculture, Fish & Forestry Products

New Zealand Import (In millions of dollars)	Imports from the World			Imports from the U.S.			U.S. Market Share		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
CONSUMER- ORIENTED FOODS	1,613	1,727	1,654	155	177	171	10%	10%	10%
Snack Foods (Excl Nuts)	195	211	232	3	3	3	2%	2%	1%
Breakfast Cereals & Pancake Mix	40	42	38	3	2	2	1%	1%	1%
Red Meats, Fresh/Chilled/Frozen	110	103	105	12	14	14	11%	13%	13%
Red Meats, Prepared/preserved	31	34	26	2	3	2	8%	8%	10%
Dairy Products (Excl. Cheese)	56	68	60	06	3	4	1%	5%	7%
Cheese	28	26	31	03	8	4	0%	3%	1%
Eggs & Products	2	3	2	03	1	01	19%	44%	9%
Fresh Fruit	115	121	116	31	32	29	28%	27%	25%
Fresh Vegetables	22	20	18	09	1	08	4%	5%	4%
Processed Fruits and Vegetables	186	218	203	15	24	14	8%	11%	9%
Fruit & Vegetable Juices	50	56	45	4	14	14	8%	22%	30%
Tree Nuts	30	31	30	8	6	7	28%	18%	23%
Wine & Beer	155	158	120	08	07	1	0%	0%	0%
Nursery Products & Cut Flowers	7	7	6	04	05	03	6%	7%	5%
Pet Foods (Dog & Cat Food)	59	67	69	22	30	29	39%	45%	41%
Other Consumer-Oriented products	522	558	547	50	43	48	10%	8%	9%
Fish & Seafood Products	89	107	94	4	4	4	5%	4%	5%
Salmon	6	8	5	2	1	2	36%	17%	47%
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	29	27	24	03	.06	.02	1%	0%	0%
Ground & Flatfish	08	07	06	.09	.07	.03	1%	1%	0%
Molluses	7	12	7	02	03	04	3%	3%	6%
Other Fishery Products	46	59	56	1	2	1	3%	4%	3%
AGRICULTURAL PRODUCTS TOTAL	**2,335**	**2,790**	**2,448**	**197**	**233**	**220**	**8%**	**8%**	**9%**
AGRICULTURAL, FISH & FORESTRY TOTAL	**2,572**	**3,038**	**2,653**	**210**	**245**	**232**	**8%**	**8%**	**9%**

Source: Global Trade Atlas

APPENDIX 2: DOMESTIC TRADE SHOWS

There are three major domestic Food Trade Shows in New Zealand:

Foodstuffs Food Show, Palmerston North (10-11 August 2011)

This is a trade-only show that exclusively targets Foodstuffs Limited supermarket store owners/buyers and distributors from the Upper North Island and from the South Island. Foodstuffs Limited operates more than 628 supermarkets throughout New Zealand and controls about 54 percent of New Zealand's retail/supermarket food trade. This show alternates between fresh-produce showcase (including seafood, deli, butchery, fresh produce and bakery) and retail/grocery foods (packaged foods). Foodstuffs Food Show 2011 will focus on Fresh food products. Contact details are:

Foodstuff Food Show
Silverstream
Wellington, New Zealand
Atn: Joanna Fefita
Tel: +64-4-527-2607
Email: Joanna.fifita@foodstuffs-wgtn.co.nz

Katrina Gordon Show (major metropolitan centers)

This local food show takes place in 16 major cities of New Zealand, including Auckland, Wellington, Christchurch and Queenstown in different months throughout the year. For more information, contact:

Katrina Gordon Trade Shows
PO Box 8647
Christchurch, New Zealand
Tel: 64-3-348-2042
Fax: 64-3-348-0950
Internet Homepage:

The Food Show (major metropolitan centers)

The Food Show is a consumer-focused food show. The show runs for four days, and has a preview day for trade and media group. Last year, Auckland show attracted 300 exhibitors and 37,000 visitors. Every year, it takes place in major cities of New Zealand, including Christchurch, Wellington and Auckland. Next year's Food Show will take place in following cities:

Christchurch, 8-10 April, 2011
Wellington, 27-29 May, 2011
Auckland, 28-31 July, 2011
For more information, contact:

The Food Show
PO Box 47213, Ponsonby, Auckland, New Zealand
Phone +64 9 376 4603
Fax +64 9 378 7659
Web: www.foodshow.co.nz

Fine Food Show (New Zealand) –June 17-19 June, 2012, Auckland
Fine Food Show New Zealand was first organized in 2010 in New Zealand. It followed the same format as Fine Food Show Australia, which has been running successfully in metro cities in Australia. Fine Food is an international event and attracts companies from Europe, Australia, Asia and New Zealand. This show focuses on food and beverage and hospitality products. This show is a trade only event, visitors from the food industry are invited to the show.

For more information please contact:

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