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New Zealand

RETAIL FOOD SECTOR

Annual Report

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Report Highlights:
New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years reaching US $1,729 billion in CY 2008. Australia is New Zealand's largest supplier with a 47% share, followed by the United States (10.2%) and China (4.3%).

Post:
Wellington

Section I. Executive Summary:

Comparable in size to Colorado, New Zealand is an island country with a diverse multicultural population of 4.33 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. Auckland is the largest city with a population of 1.4 million.

New Zealand has a relatively stable economy that is heavily reliant on agriculture and trade. Leading exports include dairy products, meat, logs/wood, crude oil, mechanical machinery, fruit, fish, and aluminium. Top imports include petroleum, machinery, vehicles, textiles, plastics, and iron and steel. The top five destinations for New Zealand exports are Australia, the United States, the People's Republic of China, Japan and the United Kingdom. Australia is the leading supplier followed by the People's Republic of China, the United States, Japan and Germany.

Long characterized as a "sunset" industry, agriculture remains the cornerstone of the New Zealand economy accounting for over 50% of total exports. An estimated 80-90% of New Zealand's agricultural production is exported.

Agricultural trade between the U.S. and New Zealand runs strongly in favor of New Zealand. However, U.S. agricultural, forestry and fishery exports to New Zealand reached a record $235 million in 2008, up 6% from the previous year. Leading export categories include fresh fruit (grapes, oranges, stone fruit, apples, pears, lemons, limes and cherries), pet food, processed fruits and vegetables, and fresh/chilled/frozen red meat. Fresh fruit exports continue to show significant growth, up more than 11% in 2008, along with processed fruit and vegetables (up 61%), pet food (up 32%) and other consumer-oriented products (up 47%). Consumer-oriented agricultural products accounted for over 70 percent of the total agricultural exports to New Zealand. U.S. imports from New Zealand were $2.134 billion in 2008, up 2.5% from the previous year. On a value basis, the leading import categories are beef, dairy products, wine and softwood lumber.

New Zealand Quick Facts
• Population: 4.33 million • Retail Grocery Sales (2008): NZ $24.6 billion • Consumer Food Imports (2008): US$ 1.73 billion • US Share of Consumer Food Imports (2008): 10.2% • Food Sales through Supermarkets: 50% • Imported Food Handled by Agents/Distributors: 80%

US-NZ Agricultural Trade in CY 2008	
U.S. Ag Exports to New Zealand	US $235 million
U.S. Ag Imports from New Zealand	US $2.139 billion

(Source: USDA BICO Report)

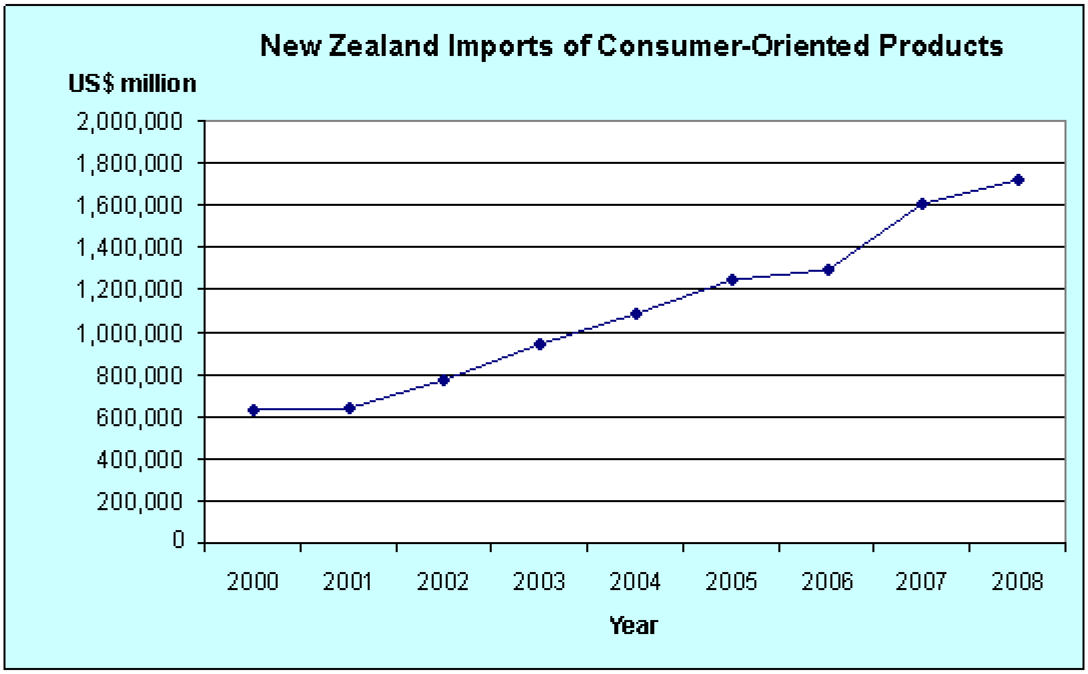
New Zealand/US$ Exchange Rate		
NZ$ (Nov13, 2009)	**NZ$ (Nov 13, 2008)**	**NZ$ (Nov 13, 2004)**
0.7326	0.5733	0.6934

(Source: Reserve Bank of New Zealand)

Click here for an interactive map of New Zealand that shows the major ports and airports on both the North Island and the South Island.

Consumer-Oriented Food Product Trade

New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years reaching US $1,729 billion in CY 2008. Australia is New Zealand's largest supplier with a 47% share, followed by the United States (10.2%) and China (4.3%). Leading consumer-oriented imports from Australia include wine, food preparations (including food crystals, powders, nut pastes etc.), snack foods, bread/cookies/cakes, pet food and frozen meat products etc. Leading imports from the United States include pet food, food preparations, frozen meat products, fruit and vegetable juices, fresh fruit, nuts, dried fruits and sauces/condiments. New Zealand consumer-oriented imports from China are expanding rapidly, up from US$ 48 million in 2006 to US$ 75 million in 2008. Top import categories include apple juice, sugar confectionery products, peanuts, food preparations, baked bakery products, frozen/cooked vegetables, prepared peaches, pasta, starches, fresh/dried nuts etc. *(Source: Global Trade Atlas)*



Source: Global Trade Atlas

Advantages and Challenges for U.S. Consumer Food Exporters

Advantages	Challenges
Familiar business and cultural environment and no language barriers to overcome.	New Zealand labeling laws are different from those in the U.S.
U.S. products enjoy a quality reputation along with their novelty status.	Growing competition from China in the consumer-oriented food category.
Minimum barriers to trade including low tariffs ranging between 0 and 5%.	Strict phytosanitary/sanitary regulations with regard to fresh produce and meats.
Opportunities to market U.S. fresh products during New Zealand's off-season due to the counter seasonal nature of the markets.	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.
Some supermarkets make individual buying decisions.	
Ease of doing business and size of market make it a good fit for new-to-export and small to medium companies.	New Zealand retail market is highly consolidated and dominated by two supermarket chains.
NZ practices rules, risk and science-based approach to trade	Distance from United States results in high transportation costs

Section II: Road Map for Market Entry

Entry Strategy

U.S. exporters interested in the New Zealand market should develop a good understanding of their major competitors, significant consumer trends, distribution channels, and recent developments in the retail sector before adopting a market entry strategy.

- One option available to U.S. exporters is to access the New Zealand market through an importer/distributor, agent or broker that specializes in a specific product category. Those that are familiar with regulatory requirements, clearance procedures at the port of entry, and transport logistics and have strong contact networks can provide valuable services to U.S. exporters.

- There are two supermarket chains in New Zealand: Foodstuffs (NZ) Limited and Progressive Enterprises. U.S. exporters interested in supplying these chains should either contact Progressive Enterprises head office located in Auckland or each of the three regional Foodstuffs offices as they make buying decisions independently of each other. (See Section VI for contact information).

- Fresh products can be marketed directly through specialty importers who offer storage and handling services to major supermarkets. Dry food products often are imported in bulk and repackaged into smaller retail sizes by importers/distributors.

- New Zealand importers frequently make purchases from suppliers met at international food shows such as FMI in Chicago, ANUGA in Germany, Fine Food Show in Australia, and SIAL in France.

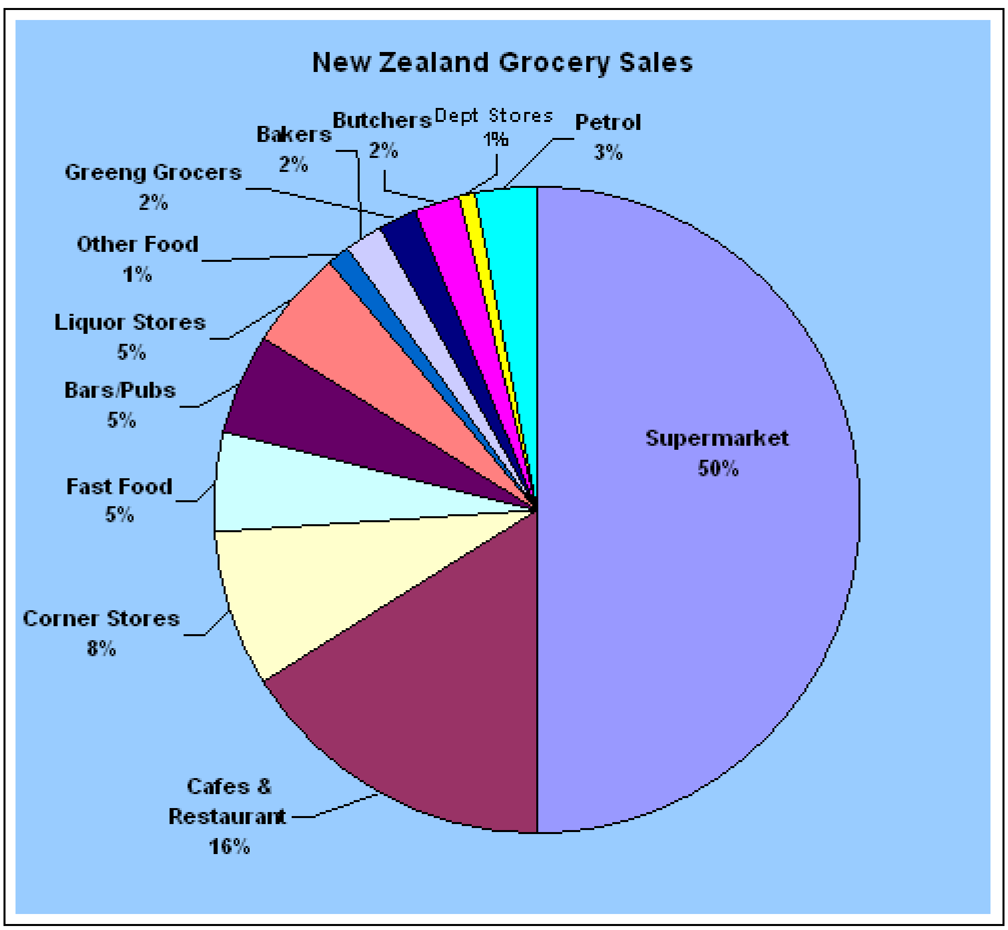
- Advertising and product sampling in supermarkets helps promote new-to-market items. Product also can be introduced/advertised using key retail magazines in New Zealand such as FMCG and Grocers' Review.

- U.S. exporters should consider exhibiting novel and innovative products at New Zealand food shows, such as Foodstuffs Food Show, Hospitality Show and Katrina Gordon Trade Show. Interested exporters should contact the Agricultural Affairs Office at agwellington@usda.gov. (See Section VI for contact information).

A. Supermarkets

Market Structure

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. Total retail grocery sales in 2008 (June year) were valued at over NZ $24.6 billion (US $17.22 billion). Approximately 50% of sales, NZ $12.7 billion (US $8.89 billion), were made through supermarkets followed by cafes and restaurants at 16%, corner stores at 8%, fast food outlets at 5%, bars/pubs and clubs at 5%, and other outlets at 16%. *(Source: Coriolis Research, June 2008 report)*



Source: Coriolis Research, June 2008

Two supermarket chains, Foodstuffs (NZ) Limited and Progressive Enterprises Limited, dominate the New Zealand retail sector, which is valued at NZ $12.7 billion (US $8.89 billion). Foodstuffs (NZ) Ltd. has a 57% share of the New Zealand grocery market and Progressive Enterprises has a 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	57%	• 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)	40%	• 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

Foodstuffs (NZ) Limited is one of the largest grocery distributors representing 705 stores in New Zealand (including 45 Pak N Save; 132 New World; 282 Four Square; 147 On the Spot; 3 Write Price stores; 2 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 buying decisions independently of each other. (Please see Section VI for contact information.)

Foodstuffs (NZ) Limited recently acquired Liquorland chain stores from DB Breweries. With this acquisition, Foodstuffs will increase its presence in liquor sales not only through supermarkets nationwide but also through standalone liquor retail outlets.

Progressive Enterprises Limited (a subsidiary of the Australian company Wooldworths Limited) has a 40% share of the New Zealand grocery market. Progressive Enterprises has 53 Woolworths stores, 29 Foodtown, 70 Countdown, 39 Supervalue, 15 Fresh Choice, and 22 Woolworths Micro and Quickstop convenience stores. All import purchasing decisions are made at its headquarters in Auckland.

Progressive Enterprises recently announced that it will be eliminating its Foodtown and Woolworths brands over the next 5 years and replacing them with the "new generation Countdown" brand. Progressive plans to invest up to NZ$1 billion in re-branding its stores over the next five years opening up to five new generation Countdown supermarkets and transforming around 20 Woolworths, Foodtown and older Countdown stores to the new brand and format each year for the next five years. New stores will have a bigger grocery range and wider aisles, which is expected to provide a more pleasant shopping experience.

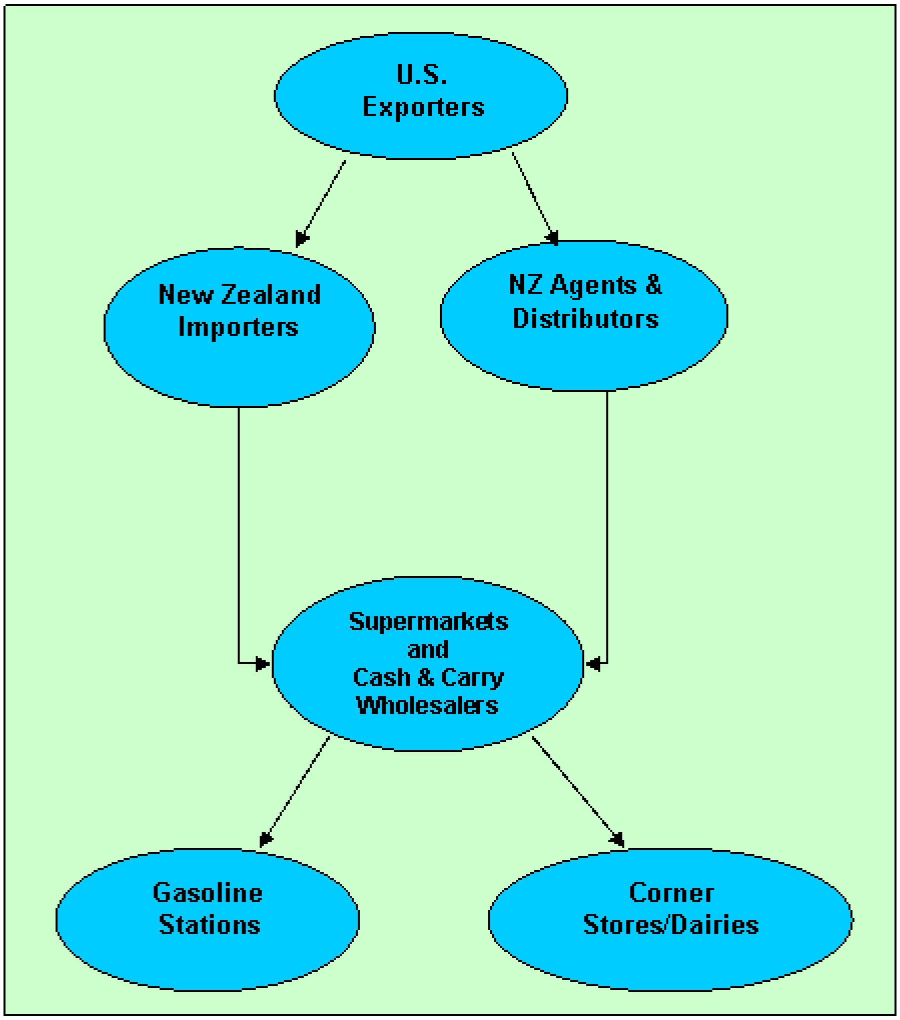
U.S. exporters interested in supplying the New Zealand market can work with importers, distributors or import brokers that target food category/merchandise managers at major wholesalers and supermarket chains. Approximately 90% of all imported food products are purchased and distributed within New Zealand by importers/distributors.

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

New Zealand's supermarket distribution channels are relatively simple. Individual supermarket chains have distribution centers located throughout New Zealand that supply their retail outlets. Supermarkets source food products from domestic manufactures or directly from local importers/distributors. Approximately 80 percent of all imported food products are sold through supermarkets in New Zealand.

Food Distribution Flow Chart



According to press reports, New Zealand retail food prices are rising faster than in most OECD countries. New Zealand grocery prices have increased 42.5% since 2000, compared to a 41.3% increase for Australia; 32.9% for the United Kingdom; and 28.4% for the United States. South Korea was the only country that had a higher rate of increase at 48.2%. Press reports have pointed to the duopolistic nature of the retail food market and a relative lack of competition as major reasons for high food prices. *(Source: Newsgroup Stuff.co.nz, November, 2009)*

B. Convenience Stores, Gas Marts and Kiosks

Market Structure

In 2009, over 1,075 gasoline convenience stores operated throughout New Zealand accounting for an estimated 3% of New Zealand's retail food industry. Total sales as of March 2009 were NZ $700 million (US $504 million). These stores are generally open 24 hours a day, seven days a week, and offer a limited range of grocery items and ready-to-eat meals. *(Source: Coriololis Research, March 2009)*

New Zealand gasoline stations have formed partnerships with supermarket chains to offer greater shopping convenience. For instance, Woolworths supermarket chain has a partnership with the Gull gasoline company, which offers two types of convenience stores: smaller stores called Micros and larger convenience stores called Quickstop. Micros and Quickstop stores are complimentary to Woolworth's larger supermarket store format. The in-store range covers some 3,000 lines. These include cold drinks, snacks, freshly baked bread and other bakery products.

New Zealand's two supermarket chains are offering customers discounts on gasoline purchases. For instance, Shell Oil and Progressive Enterprises offer a grocery fuel discount scheme where customers receive fuel coupons for shopping at Progressive Supermarkets. Foodstuffs, which operates the New World and PaknSave chains, offers a similar grocery fuel discount scheme in conjunction with Caltex and PaknSave fuel stations.

Company Profiles

Retailer Name	Ownership	Number of Outlets	Locations	Purchasing Type
Caltex (Star Mart)	U.S.	323	Nationwide Starmart-93 Privately owned-108 Fuel Only -122	Wholesalers/Distributors/NZ Manufacturers
Shell (Select)	New Zealand	300	Nationwide Select Stores - 210	NZ Manufacturers/ Wholesalers/ Distributors
British Petroleum (BP Connect, Express and BP 2 GO)	British	234	Nationwide BP Connect-81 BP 2 Go- 102 Others- 51	Wholesalers/Distributors/NZ Manufacturers
Mobil (On the Run and Mobil Mart)	New Zealand	200	Nationwide On the Run- 23 Others –177	Wholesale/Distributors of Progressive Supermarkets
Gull (Woolworths Quickstop)	New Zealand	19	North Island	Wholesalers/Distributors of Woolworths NZ

Source: Caltex, Shell, BP, Mobil, Gull officials

C. Traditional Markets and Small Independent Grocery Stores

Market Structure

Traditional markets or corner stores in New Zealand are called “dairies”. Dairies and small independent grocery outlets are declining in number because of the popularity of gasoline station/convenience stores, which operate 24 hours a day, seven days a week. Most dairies offer a limited selection of staple groceries and snack foods such as milk, bread, soda, potato chips, ice cream and candy. U.S. exporters have limited opportunities for sales of U.S. food products through dairy stores, which tend to source their inventory locally through large retail cash and carry/ grocery wholesalers. Small grocers and dairies account for approximately 8% of total grocery sales or NZ $2.1 billion (US$1.5 billion). New Zealand does not have a ‘terminal market’ system that independent small grocers can use to source products.

D. Hypermarkets

Market Structure

The Warehouse Group comprises 86 Warehouse stores in New Zealand and 46 Warehouse Stationary stores. The Warehouse is one of New Zealand’s largest retailers with a wide range of departments including apparel, technology, music and gardening, among others. It reported sales of US$1.1 billion through its Warehouse stores.

SECTION III. Competition

Australia is New Zealand's largest supplier of consumer-oriented food products due largely to lower transport costs and the Closer Economic Relations Agreement, which eliminated tariffs on Australian food products.

The United States is the second largest supplier of processed foods to New Zealand, holding a 10% market share. U.S. food products are assessed import tariffs ranging from 0-5%.

Many multinational companies, including U.S. firms, have a manufacturing base in Australia and offer well-established brands of food products into the New Zealand market.

Product Category (2008)	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local

			Suppliers
Fresh Grapes Total Imports: 10,962 Tons Total Value: $21.5 million	1. U.S. 54% 2. Chile 26% 3. Australia 18%	1. U.S. able to supply counter-seasonal fruits. 2. More price competitive than U.S. grapes. 3. Australia is geographically close	New Zealand is a producer of wine grapes, and it is more economical to import table grapes.
Fresh Fruits **(Apricots, cherries, peaches, plums, nectarines)** Total Imports: 4,918 tons Total Value: US$6.5 million	1. U.S. 95% 2. Chile 4.5%	U.S. is able to supply in counter-seasonal season.	New Zealand is a producer of these fruits, however, during May through October local fruit is unavailable creating a window of opportunity for U.S. fruits.
Pears Total Imports: 3,739 tons Total Value: US$ 4 million	1. Australia 47% 2. U.S. 30% 3. China 19%	1. Australia mainly supplies Packham variety of pears. 2. U.S. pears represent new season fresh pears when competition is from older/controlled atmosphere stored pears, which are of poorer quality and more limited availability. 3. Import is for specialist Chinese variety pears, predominately consumed by Asian population.	U.S. pears are available off-season from September through December, when local/other imported pears are from older/ atmospheric controlled storage and also have limited available during that period.
Red Meat (Chilled/Frozen) Total Imports: 35,074 Total Value: US$103 million	1. Australia 48% 2. Canada 22% 3. U.S. 16%	1. Australia mainly exports pig meat and beef to New Zealand. 2. Canadian products enjoy preferential tariff treatment in New Zealand, where as U.S. meat products attracts 5%.tairff 3. U.S. exports swine meat for further processing in New Zealand	New Zealand does not meet local demand for pig meat at a competitive price. U.S. pig meat is imported for further processing in New Zealand.
Citrus Fruit (Mandarin, orange, grapefruit, lemons) Total Imports: 19,298 tons Total Value : US$ 19 million	1. U.S. 55% 2. Australia 44%	1. U.S. able to supply counter seasonal fruit and quality of U.S. citrus is considered superior to other citrus available in the market. 2. Australia enjoys close proximity to NZ and produces high quality citrus fruit.	New Zealand has a small citrus industry and the quality is considered a bit inconsistent.
Fruit and Vegetable Juices Total Imports: 32,296 tons	1. Australia 49% 2. Brazil 10% 3. China 21%	1. Australia enjoys close proximity to NZ; Australia/NZ have similar tastes. 2. Price competitive in supplying fruit juice. 3. Price competitive in	New Zealand has limited production of fruit concentrates/juices.

	(U.S. has an 4% market share)	supplying fruit juice.	
Pet Food Total Imports: 43,123 tons Value: US$67 million	1. Australia 53% 2. U.S. 38% 3. Thailand 5%	1. Australia is price competitive in pet food products. 2. Premium quality pet foods are supplied from the U.S.	Domestic manufactures are strong in canned foods, dog biscuits and other low priced dog foods.
Dry Fruit (Dates, Figs, raisins cranberry, prunes, apricots, peaches) Imports: 11,350 tons Total Value: US$23.57 million	1. Turkey 37% 2. U.S. 22% 3. Iran 11%	1. A traditional supplier of dry fruits and more price competitive than U.S. products. 2. Price competitive in raisins and prunes 3. A traditional market for dates.	No local producers of dates, figs, raisins and prunes.
Dry Nuts (almonds/ walnuts/pistachios) Imports: 6,988 tons Total Value: US$ 31.8 million	1. Vietnam 20% 2. U.S. 14% 3. Australia 15%	1. U.S. has reputation for good and consistent quality. 2. Mainly almonds are imported from Australia and have close proximity to NZ.	New Zealand is not a producer of dry nuts.
Snack Food (Unpopped microwaveable popcorn, potato/corn chips) Total Imports: 47,714 tons Total Value:US$211 million	1. Australia 70% 2. China 6% 2. U.S. 3%	1. Multinational companies located in Australia enjoy economies of scale and are competitively priced. 2. U.S. snack foods are considered high quality and price competitive.	Food ingredients for other snack foods are expensive to produce locally, therefore, it is cheaper to import. U.S. microwaveable popcorn has good potential as it is not grown/produced locally.
Breakfast Cereal Total Imports: 13,325 tons Total Value: US$ 42 million	1. Australia 83% 2. UK 10% (U.S. has a 1% market share)	1. Multinational companies located in Australia like Kellogg's are the major suppliers of imported cereals.	Food ingredients for producing local breakfast cereals are expensive to grow.

Source: Global Trade Atlas; NZ Food importers; Masterpet official; NZ Harmonized Tariff

SECTION IV. Food Trends and Consumer Purchasing Habits

Food Trends

- Supermarket sales in January 2009 were up by 4.8% in comparison to the same period last year. Cafe and restaurant sales were down 2.4% and bar and club sales were down 4.7%. *(Source: National Business Review, March 2009)*
- The current economic situation is impacting on consumption habits in New Zealand. According to C-Store Magazine (April 2009):
  - Shoppers are decreasing the frequency of visits to convenience stores.
- Shoppers are driving less, and filling up gas tanks less frequently than 12 months ago.
- More and more shoppers are coming for "fuel only" (i.e. not purchasing items outside petrol).
- Fuel discount coupons have become far more important.
- One category that is performing well during the economic downturn is 'food on the go' (such as pies, sausage rolls, ready-made sandwiches and doughnuts etc). In convenience stores, this category is the fourth largest after milk, bread and potato chips/snacks *(Source: FMCG, May 2009)*
- A Nielsen survey indicated that 59% of New Zealanders would eat more fish and seafood if cost were not an issue. The same survey also indicated that 18% of surveyed New Zealanders are eating less fish/seafood than two years ago, 44% were eating fish one to two times per week, 39% were eating fish less often than once a week *(Source: FMCG Magazine, March 2009)*
- Confectionery sales have increased slightly. Total chocolate confectionery sales were NZ $198.4 million in 2008, up from NZ $184 million in 2007, a 7.82% increase. Total sugar confectionery sales in 2008 were NZ $89.22 million as compared to $83.45 million in 2007, a 6.9% increase. (*Source: FMCG, March 2009)*
- Hot beverages are a growth category for supermarkets. The total coffee category (instant/roast/ground) showed a 10.7% jump in 2008.
- 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)*

Section V: Best High-value Product Prospects

	Total Imports	5 Year Average	Import Tariff	Key Constraints over Market Development	Market Attractiveness for

Product Category	2008 (US $1000')	Annual Import Growth	Rate		U.S.
Fresh Grapes	$21,549	19%	Free	NZ is a small market; competition from Chilean and Australian grapes.	High growth potential. Consumers want fruit 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 fruit 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%	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%	0-5%	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, raisins, prunes, figs)	$23,777	15%	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, cookies)	$211,433	14%	0-5%	Australia is a leading supplier. Australia and New Zealand enjoy similar tastes/flavors in snack items.	Strong demand for convenience and snack food.
Breakfast Cereal	$42,572	15%	Free	Strong competition from Australia.	Strong demand.
Pet Food	$116,270	18%	0-5%	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 Sauvgnon have potential to expand in this market.

Source: Global Trade Atlas; NZ Food importers; Masterpet official; NZ Harmonized Tariff Code

Appendix: DOMESTIC TRADE SHOWS

There are three major domestic food trade shows in New Zealand:

Foodstuffs Food Show, Palmerston North (August 2010)

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 57 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 2010 will focus on retail 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

HospitalityNZ Show and Wine New Zealand, Auckland (August-22-24, 2010)

This show attracts hospitality industry contacts and some local food importers/buyers. Around 7,000 visitors attend this show. It takes place every September in Auckland. Contact details are:

The XPO Group Ltd
PO Box 9682 New Market
Auckland, New Zealand
Tel: 64-9-976-8300
Fax: 64-9-379-3358
Email: info@dmgworldmedia.co.nz
Internet Homepage: http://www.hospitalitynz.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 details are:

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, the 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 show will take place in the following cities:

Christchurch, March 26-28, 2010
Wellington, 14-16 May, 2010
Auckland, July 29-01 August, 2010

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 13-15, 2010, Auckland

Fine Food Show New Zealand is being organized for the very first time in New Zealand. It will have the same format as Fine Food Show Australia, which has been running successfully in metro cities in Australia. It will be an international event and will attract companies from Europe, Australia, Asia and New Zealand. This show will focus on food and beverage and hospitality products. This will be a trade only event, visitors from the food industry will only be invited to the show. Contact details are:

Exhibition Sales Manager
Fine Food Show New Zealand
PO Box 47213, Ponsonby,

Auckland
Atn: Gail Lorigan
Tel: +64-9-376-4603
Email: gail@finefoodsnz.co.nz

Fine Food Show Melbourne (Australia) – September 13-16, 2010

This is an international food and hospitality show and is the largest food industry even in this region. Exhibitors and imports from Australia, New Zealand and Asia Pacific region attend this show. U.S. exhibitors/exporters may contact:

Ms. Minnie Constan, Exhibition Director
Diversified Exhibitions Australia Pty Ltd
Illoura Plaza, 424 St Kilda Road
Melbourne VIC 3004
AUSTRALIA
Tel: +61-3-9261-4500
Fax: +61-3-9261-4545
E-mail: food@divexhibitions.com.au
Web site: http://www.foodaustralia.com.au/

Section VI: Key Contacts

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