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## **New Zealand**

## **Retail Foods**

## **2018 Report**

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**Report Highlights:**

New Zealand is a large group of islands in the south Pacific and belongs to the large island trading bloc of Australia and New Zealand. Together both countries have a combined population of approximately 30 million and a combined population weighted average GDP per capita of (\$U.S.) \$48,504, which provides U.S. exporters an array of opportunities. New Zealand needs to import products in order to meet food manufacturing requirements and boost consumer choice. In addition, with its large export sector, New Zealand depends on imported ingredients to produce its value-added products. This report provides an overview of these opportunities.

**DISCLAIMER:** This report was prepared by the Office of Agricultural Affairs of the USDA/Foreign Agricultural Service in Wellington, New Zealand for U.S. exporters of domestic food and agricultural products. While every possible care was taken in the preparation of this report, information provided may not be completely accurate either because policies have changed since its preparation or because clear and consistent information about these policies was not available. It is highly recommended that U.S. exporters verify the full set of import requirements with their foreign customers, who are normally best equipped to research such matters with local authorities, before any goods are shipped. **FINAL IMPORT APPROVAL OF ANY PRODUCT IS SUBJECT TO THE IMPORTING COUNTRY'S RULES AND REGULATIONS AS INTERPRETED BY BORDER OFFICIALS AT THE TIME OF PRODUCT ENTRY.**

**Please contact this office if you have any comments, corrections or suggestions about the material**

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## Market Fact Sheet: New Zealand

### Executive Summary

New Zealand is proving to be an appealing and profitable market for U.S. companies. Underpinning New Zealand's strong economy is its open and transparent trade and investment environment, business-friendly regulatory approach, and strong trade and economic links with emerging economies, particularly in Asia.

New Zealand is a wealthy economy, with per capita GDP of \$U.S\$39,764 in 2017. New Zealand's economy is projected to grow by 3-3.5 percent in 2018. New Zealand offers opportunities for many niche markets for U.S. exporters, particularly with consumer-oriented products and food ingredients. The United States faces stiff global competition in this market from many countries, particularly from Australia and China.

### Imports of Consumer Oriented Products

New Zealand imported \$2.6 billion in consumer-oriented products in 2017. Primary suppliers were Australia, the United States, China, Singapore, Netherlands, and Thailand.

#### Quick Facts CY 2017

**Imports of Consumer-Oriented Products US\$2.6 billion**

#### List of Top 10 Growth Products in New Zealand

- |                            |                            |
|----------------------------|----------------------------|
| 1) Non-alcoholic beverages | 2) Sauces                  |
| 3) Wine (still)            | 4) Fresh cut roses         |
| 5) Tomato sauces/ketchup   | 6) Juice from single fruit |
| 7) Soy sauce               | 8) Sparkling wine          |
| 9) Frozen orange juice     | 10) Beer                   |

Consumer Oriented Food Sales	\$22
Exports*	\$21
Imports*	\$2.6
Inventory	N/A

Domestic Sales	\$1.0
Retail	\$0.8 (approx.)
Food Service	\$0.3 (approx.)

Note: \* Refers to consumer-oriented products only.

#### Top New Zealand Retailers

- |               |                |
|---------------|----------------|
| - New World   | - Supervalu    |
| - Pak n Sav   | - Fresh Choice |
| - Countdown   |                |
| - Warehouse   |                |
| - Four Square |                |

#### GDP/Population

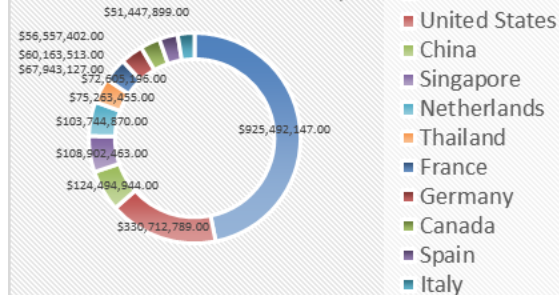
Population (millions): 4.5

GDP (billions USD): \$185.00\*\* (2017), \$176.00 (2016)

GDP per capita (USD): 39,889 PPP

Sources: Tradingeconomics.com, FAS Wellington office research. \*\*GDP estimates as of April 2018.

#### New Zealand Imports of Consumer Ready Products (including fish and seafood)



### Food Processing Industry

Food, beverage, and grocery manufacturing accounts for almost one third of the country's manufacturing sector. Food and beverage processing accounted for US\$21 billion and is a sector that is experiencing growth in a number of areas.

#### Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
1. Wealthy consumer market and very few tariffs	1. Stringent Biosecurity
2. Consumer desire for U.S. origin products	
Opportunities	Threats
1. Growing demand	1. Trade competitors with free trade-agreements
2. Increase in consumer demand for processed food imports	2. Trade competitors with closer proximity (Australia)

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## **SECTION I – MARKET SUMMARY**

New Zealand's economy is forecast to grow 3-3.5 percent by year-end 2018. This healthy growth is partially attributable to the country's robust wholesale trade and business services, the strengthening of the global economy, and increased exports to Asian countries such as Japan (4) percent, Thailand (3) percent, and Indonesia (30) percent.

**Table 1. Top Ten New Zealand export of goods and services by category (\$U.S. billions)**

<b>Category</b>	<b>Export Value</b>
Food and Beverage	21.3
Tourism	10
Wood and Products	3.8
<u>Machinery/Electrical</u>	2.1
Business Services	1.3
Metals	1.2
Medical Devices	0.7
Chemicals	0.7
Wool	0.5
Computer Services	0.5

Source: MBIE, Emerging Growth Opportunities in New Zealand Food and Beverage 2017.

Food and beverage exports play a major role in New Zealand's economy, which totaled \$US 21 billion in 2017. The top export markets are China, the United States, and Australia. New Zealand is a prosperous country heavily reliant on trade. It is dependent on the primary sector with food and agricultural products accounting for approximately 55% of total exports. The figure increases to 65% when forestry and seafood are included. An estimated 80-90% of New Zealand's agricultural production is exported. Dairy is New Zealand's largest export sector totaling \$U.S.9 billion.

New Zealand culture values fairness, ingenuity, practicality, modesty, restraint, and informality. English is the everyday language, but Māori and sign language are also recognized as official languages. New Zealand is consistently rated in the top four for freedom from corruption by Transparency International New Zealand has a common legal system based on the British model with an independent judiciary. It has a stable parliamentary democracy with a proportional voting system, which tends to produce coalition governments.

New Zealand is regarded as a safe place to invest and do business. It is currently ranked first of 189 countries by the World Bank for ease of starting a new business and for protecting minority investors and second for ease of doing business. The publication 'Doing Business in New Zealand' gives a useful broad overview on business practices in New Zealand (Source: <http://www.doingbusiness.org/rankings>).

## Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
1. Wealthy consumer market with very few tariffs 2. Consumer desire for U.S. origin products	1. Stringent Biosecurity
Opportunities	Threats
1. Growing demand 2. Increase in consumer demand for processed food imports	1. Trade competitors with free trade-agreements 2. Trade competitors with closer proximity (Australia)

## ***SECTION II – ROAD MAP FOR MARKET ENTRY***

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### ***ENTRY STRATEGY***

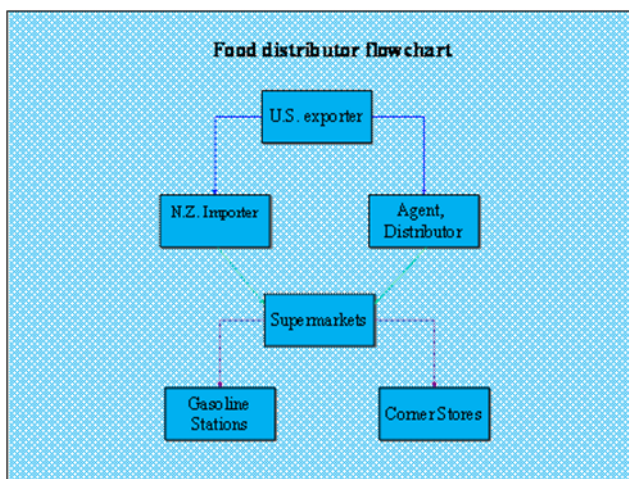
- Enter the market through a distributor, importer, agent or broker who then targets specific food categories or merchandise managers at major wholesalers and major supermarket chains. Major chains and wholesalers have their own distribution centers and national coverage. Targeting major chains through an agent/distributor will reduce the risk of entering an inappropriate state market in Australia. Specialist distributors or wholesalers may also be approached.
- Product promotion - product launches for supermarkets are popular and effective. Provide agent/distributor with promotional material and product suitable for in-store demonstrations. Promotional formats may vary.
- To enhance marketing activities, exporters should consider combining promotional advertising such as in-store displays and store catalogues, major industry magazines (e.g. FMCG business), newspapers, television, radio and public transport.
- Exhibit at New Zealand food shows. Fine Food New Zealand, is a biannual event which brings together major buyers and importers from all over the country and region.

### ***MARKET STRUCTURE***

- New Zealand is a well-developed market. Establishing good working relationships with importers/distributors is the key to entering the New Zealand marketplace. Approximately 90 percent 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 (NZ) Limited, interested U.S. exporters should contact each of the regional offices directly as they can make buying decisions independently (See Section V for contact information).
- Tariffs assessed on U.S. food products range from zero to 5 percent. Tariff rates can be found on the New Zealand Customs website: [New Zealand Working Tariff Document](#).
- The cost of international freight is a 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.

- For a complete guide on import duties and charges please go to the following link: [New Zealand customs duties and charges](#).
- 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 a 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 very strict biosecurity rules to protect New Zealand agriculture and forestry industry. Unprocessed products cannot be imported into New Zealand unless an import health standard has been developed for that product. Import Health Standards specify the biosecurity requirements that must be met for trade to occur. Import Health Standard database can be seen at <https://www.mpi.govt.nz/law-and-policy/requirements/import-health-standards/>.
- All imported foods must comply with all aspects of Food Act and Food Standards Code at the point of entry into New Zealand. The Ministry of Agriculture performs random inspections on any food imported. High-risk foods can be targeted for inspection at a higher frequency.
- As of 26 May 2018 Food Standards Australia New Zealand requires mandatory allergen labelling requirements for products containing lupin. [Allergy Information for Industry](#).



**Company Profiles**  
**Grocery**

<b>Supermarket Group</b>	<b>Ownership</b>	<b>Market Share (approximate)</b>	<b>Store Names</b>
Foodstuffs (NZ) Ltd	New Zealand owned; made up of three independently owned co-operatives	55%	<ul style="list-style-type: none"> <li>• New World- Full service supermarkets</li> <li>• Pak'n'Save- Foodbarn/retail food warehouses</li> <li>• Write Price- Foodbarn/retail food warehouses</li> <li>• Four Square- Convenience grocery stores</li> <li>• On the Spot- Convenience stores</li> </ul>
Progressive Enterprises	Owned by Woolworths Limited (Australia)	42%	<ul style="list-style-type: none"> <li>• Countdown- Full service supermarkets</li> <li>• Countdown- Discount supermarkets</li> <li>• Supervalu- Convenience grocery stores</li> <li>• Fresh Choice-Fresh and gourmet food stores</li> </ul>
Independent Grocery Stores	New Zealand Owned	3%	<ul style="list-style-type: none"> <li>• Ethnic Shops</li> <li>• Asian Grocery stores</li> <li>• Independent Green Grocers</li> </ul>

Foodstuffs (NZ) Limited has 721 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, 17 On the Spot Express, 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 Woolworths Limited, has a 42% share of the New Zealand grocery market. Most purchasing decisions are made at its headquarters in Auckland but some are made by Woolworths Australia.



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 activities)
- Supermarkets: 15-20% of the wholesale value (depending on the category)
- Independent Grocers: 30-40% of the gross margin

New Zealand's two supermarket chains offer 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 Pak n Save chains, offers a similar grocery fuel discount scheme in conjunction with Caltex and Pak n Save fuel stations.

### Gasoline

Retailer Name	Ownership	Outlet Number	Locations	Purchasing Type
Caltex (Star Mart)	U.S.	323	Nationwide Starmart-93 Privately owned-108 Fuel Only -122	Wholesalers/Distributors/ NZ Manufacturers
Z	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	New Zealand	19	North Island	Wholesalers/Distributors of Progressive Supermarkets

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

### **SECTION III – COMPETITION**

**Table 4. Value (\$U.S. millions) of New Zealand Imports for Food Ingredients and Consumer Related Products**

<b>Partner Country</b>	<b>2016</b>	<b>2017</b>	<b>Percentage Change</b>
Australia	1,259,673,661	1,434,279,138	+13.86
United States	425,361,722	464,281,610	+9.14
China	231,232,215	252,258,930	+9.09
Indonesia	157,019,917	224,600,266	+43.00
Malaysia	178,822,851	193,809,742	+8.38
Thailand	146,471,856	159,857,209	+9.14
Argentina	113,151,411	127,127,335	+12.35
France	122,484,406	125,090,277	+2.13
Netherlands	92,782,746	122,039,892	+31.5
Singapore	111,363,707	116,805,311	+4.89

Source: Global Trade Atlas.

Generally speaking, products from the United States are viewed favorably in New Zealand, but strong competition from Australia, Asia, and the EU exists. In addition, New Zealand firms are price sensitive and affected by currency volatility, which causes them to shop around for substitute products.

New Zealand's food processing sector comprises an estimated 8 percent of the country's food sector and is valued at more than \$U.S.20 billion. A large percentage of New Zealand's exports are produced using a variety of inputs not readily available in the country. This lack of capacity provides opportunities for U.S. exporters and New Zealand wholesalers and distributors are willing to purchase.

**Table 5. Competition in retail food product categories**

<b>Product Category</b>	<b>Major Supply Sources</b>	<b>Strengths of Key Supply Countries</b>	<b>Advantages and Disadvantages of Local Suppliers</b>
<p><b>Fresh Grapes</b></p> <p>Total Imports: 12,431 metric Tons</p> <p>Total Value: \$31.7 million (U.S.)</p>	<p>1. U.S. 56%</p> <p>2. Australia 22%</p> <p>3. Chile 14%</p>	<p>1. The United States is able to supply counter-seasonal fruits.</p> <p>2. Australia is geographically close</p> <p>3. More price competitive than U.S. grapes.</p>	<p>New Zealand is a producer of wine grapes, however, it is more economical to import table grapes.</p>
<p><b>Fresh Fruits (Apricots, cherries, peaches, plums, nectarines)</b></p> <p>Total Imports: 710 metric tons</p> <p>Total Value: \$U.S. 1.7 million</p>	<p>1. U.S. 87%</p> <p>2. Chile 13%</p>	<p>The United States is able to supply in counter-seasonal season.</p>	<p>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.</p>
<p><b>Pears</b></p> <p>Total Imports: 4,559 metric tons</p> <p>Total Value: \$U.S 5.5 million</p>	<p>1. Australia 68%</p> <p>2. U.S. 14%</p> <p>3. China 13%</p>	<p>1. Australia mainly supplies Packham variety of pears.</p> <p>2. U.S. pears represent new season fresh pears when competition is from older/controlled atmosphere stored</p>	<p>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.</p>

		<p>pears, which are of poorer quality and more limited availability.</p> <p>3. Import is for specialist Chinese variety pears, predominately consumed by Asian population.</p>	
<p><b>Red Meat</b> (Chilled/Frozen)</p> <p>Total Imports: 58,109</p> <p>Total Value: US\$184 million</p>	<p>1. Australia 26%</p> <p>2. Spain 21%</p> <p>3. Canada 12%</p> <p>U.S. (5<sup>th</sup> largest market and 8% market share)</p>	<p>1. Australia mainly exports pig meat and beef to New Zealand.</p> <p>2. Spain is exporting beef and edible offal for the food service industry.</p> <p>3. Canadian products enjoy preferential tariff treatment in New Zealand, whereas U.S. meat products are assessed a 5 percent tariff.</p> <p>U.S. exports swine meat for further processing in New Zealand.</p>	<p>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.</p>
<p><b>Citrus Fruit</b> (Mandarin, orange, grapefruit, lemons)</p>	<p>1. U.S. 56%</p>	<p>1. The United States is able to supply counter seasonal fruit and quality of U.S. citrus is</p>	<p>New Zealand has a small citrus industry and the quality is considered a bit inconsistent.</p>

<p>Total Imports: 19, 945 metric tons</p> <p>Total Value : \$U.S. 28 million</p>	<p>2. Australia 42%</p>	<p>considered superior to other citrus available in the market.</p> <p>2. Australia enjoys close proximity to New Zealand and produces high quality citrus fruit.</p>	
<p><b>Fruit and Vegetable Juices</b></p> <p>Total Imports: 21, 061 metric tons</p> <p>Value: \$U.S.36 million</p>	<p>1. Brazil 25%</p> <p>2. Australia 24%</p> <p>3. Thailand 10%</p> <p>(U.S. is the 4<sup>th</sup> largest market and 5% market share)</p>	<p>1. Australia enjoys close proximity to NZ; Australia/NZ have similar tastes.</p> <p>2. Price competitive in supplying fruit juice.</p> <p>3. Price competitive in supplying fruit juice.</p>	<p>New Zealand has limited production of fruit concentrates/juices.</p>
<p><b>Pet Food</b></p> <p>Total Imports: 205,645 metric tons</p> <p>Value: \$U.S. 203 million</p>	<p>1. Australia 42%</p> <p>2. U.S. 20%</p> <p>3. Canada 16%</p>	<p>1. Australia is price competitive in pet food products.</p> <p>2. Premium quality pet foods are supplied from the U.S.</p> <p>3. Canada is supplying quality product into New Zealand and demand is growing.</p>	<p>Domestic manufactures are strong in canned foods, dog biscuits and other low priced dog foods.</p>
<p><b>Dry Fruit(Dates, Figs, raisins cranberry, prunes, apricots, peaches)</b></p>	<p>1. Turkey 30%</p> <p>2. U.S. 29%</p>	<p>1. A traditional supplier of dry fruits and more price competitive than</p>	<p>No local producers of dates, figs, raisins and prunes.</p>

<p>Imports: 12,224 metric tons</p> <p>Total Value: \$U.S. 25 million</p>	<p>3. China 10%</p>	<p>U.S. products.</p> <p>2. Price competitive in raisins and prunes</p> <p>3. New Zealand's FTA with China has grown the market for dry fruits.</p>	
<p><b>Dry Nuts (almonds/walnuts/pistachios)</b></p> <p>Imports: 12,068 metric tons</p> <p>Total Value: \$U.S. 78 million</p>	<p>1. Vietnam 35%</p> <p>2. U.S. 24%</p> <p>3. Australia 23%</p>	<p>1. Costs of shipping from Vietnam are cost effective for importers.</p> <p>2. U.S. has reputation for good and consistent quality.</p> <p>3. Mainly almonds are imported from Australia and have close proximity to New Zealand.</p>	<p>New Zealand is not a producer of dry nuts.</p>
<p><b>Snack Food</b></p> <p>Total Imports: 56,814 metric tons</p> <p>Total Value: \$U.S. 288 million</p>	<p>1. Australia 53%</p> <p>2. China 7%</p> <p>3. Switzerland 5% (U.S. is the 5<sup>th</sup> largest market with 3% market share)</p>	<p>1. Multinational companies located in Australia enjoy economies of scale and are competitively priced.</p> <p>2. New Zealand's FTA with China and growing migrate population saw imports of products increase from China.</p>	<p>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.</p>

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Source: Global Trade Atlas

#### ***SECTION IV – BEST PRODUCT PROSPECTS***

**Table 6. New Zealand Market Product Opportunities With Sales Potential**

<b>Category</b>	<b>Total Value of Imports (\$U.S. million)</b>	<b>Total U.S. Export Value (\$U.S. million)</b>	<b>U.S. 3 Year Growth Rate (Percent)</b>
Chocolates	11.8	1.02	5
Preserved Fruit/Bars	0.885	0.234	3
Pet Food	10.7	0.78	4
Beverages non-alc	7.6	0.86	18
Chocolate Bars	3.9	0.293	8
Meat and Seafood Extracts	219	9	2
Fresh Cheese	9.4	0.148	11
Innovative Foods	32.1	2.3	6
Wine	17	1.9	54
Soy Sauce	6.8	0.316	23
Sauces and condiments	69	6.7	9.8
<b>Food Preparations</b>	<b>410</b>	<b>66</b>	<b>0.37</b>

Source: MBIE, Emerging Growth Opportunities in New Zealand Food and Beverage 2017.

Processed or snack foods in New Zealand is a growing market and a huge growth opportunity for U.S. exporters who export prepacked food and ingredients for manufacturing. For example table 6 shows Food Preparations (highlighted) as \$U.S. 66 million export market, and while year on year growth is modest, demand for U.S. products from manufactures and retailers continues to remain strong.

Wine and non-alcoholic beverages are also growing markets in New Zealand, which present opportunities for U.S. craft beer exports as they are sought after by New Zealand consumers. U.S. wine exports are also growing, however, in order to compete with local products, U.S. wine exports may need to be in the retail price range of \$NZ 18.00-25.00 or \$U.S. 12.00-17.00 per bottle. Exporters may want to consider using large volume plastic bladders for exporting the liquid product and contracting with a locally based bottler to save costs. The bottler can bottle and package the product in country to bring the price per unit down in order to meet the recommended retail price. In addition, local bottlers have a good understanding of the local market and labeling regulations, which could decrease labeling costs. For more information on connecting with New Zealand bottlers, please contact the Department of Commerce.

**Table 7. Products Not Present In Significant Quantities But Have Good Sales Potential**

<b>Top 5 Small Quantity Products With Large Growth</b>	
<b>Category</b>	<b>Market Growth 16/17 (percent)</b>
Pasta	303
Fresh Apples	56
Chocolate preparations in blocks	81
Frozen Strawberries	409
Cheese curd	1316

Source: Global Trade Atlas

This table further highlights New Zealand as a prime market for U.S. food ingredients and consumer ready products, post encourages all companies seeking good margins and no tariff barriers to consider New Zealand as a good market to enter.



## ***SECTION V – POST CONTACT AND FURTHER INFORMATION***

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### **Agricultural Affairs Office**

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### **Foodstuffs (North Island) Co-operative Society Limited**

PO Box 38-896  
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Wellington, New Zealand  
Attention: Shanon Kelly, Group Grocery Manager  
Tel: +64-4-527-2510; DDI – 64-04-527-2655  
Email: [Shannon.kelly@foodstuffs.co.nz](mailto:Shannon.kelly@foodstuffs.co.nz)

### **Foodstuffs Auckland Co-operative Society Limited:**

PO Box CX12021  
Auckland, New Zealand  
Attention: Bruce Robertson, Import Grocery Buyer and Ashley Miranda, Import Grocery Buyer  
Tel: +64-9-621-0286; 021 512 948  
Email: [bruce.robertson@foodstuffs.co.nz](mailto:bruce.robertson@foodstuffs.co.nz); [Ashley.miranda@foodstuffs.co.nz](mailto:Ashley.miranda@foodstuffs.co.nz);

### **Foodstuffs (South Island) Co-operative Society Limited**

167 Main North Road, Papanui  
Christchurch, New Zealand  
Attention: John Greenwood, Import Grocery Buyer; Tim Donaldson –Retail brands manager  
(email- [tim.donaldson@foodstuffs-si.co.nz](mailto:tim.donaldson@foodstuffs-si.co.nz))  
Tel: +64-3-353-8648; Email: [john.greenwood@foodstuffs-si.co.nz](mailto:john.greenwood@foodstuffs-si.co.nz)

### **Progressive Enterprises**

Private Bag 93306  
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Attention: Graham Walker, Business Manager (*Home brand*); Steve Donahue, General Manager, Tel: 09-255-2268 Dave Chambers, Managing Director Tel: 09-255-2269  
Tel: +64-9-275-2621 Tel: 09-275-2788  
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**Food Standards Australia New Zealand (FSANZ)**

108 The Terrace

Wellington 6036

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Tel: 64-4-978-5631

Fax: 64-4-473-9855

Internet Homepage: [www.foodstandards.govt.nz](http://www.foodstandards.govt.nz)

**Whittaker's Chocolate Company**

24 Mohuia Crescent, Porirua

Wellington

New Zealand

[https://www.whittakers.co.nz/en\\_WW/contact-us/](https://www.whittakers.co.nz/en_WW/contact-us/)

**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: [www.restaurantnz.co.nz](http://www.restaurantnz.co.nz)

**Davis Food Ingredients**

**Website** **Contact:** Irene Cahill Product Development Manager, [icahill@davis.co.nz](mailto:icahill@davis.co.nz)

***Fine Food Show (June 2020, Auckland)***

The Fine Food New Zealand show was first organized in 2010. It followed the same format as Fine Food Australia, which has been running successfully for many years in the alternating locations of Sydney and Melbourne. Fine Food New Zealand is a biannual international trade show event and attracts companies from Europe, Australia, Asia and New Zealand. This show focuses on food and beverage, as well as hospitality products. It is a trade-only event and is restricted to persons in the food, drink, equipment and hotel and supermarket trades.

**Contact:**

Fine Food Show New Zealand

1 Redmond Street, Ponsonby

Auckland, 1011, New Zealand.

Attention: Lorraine Smith, Exhibition Sales Manager

Tel: +64-9-555-1141; Email: [lorraine@finefoodnz.co.nz](mailto:lorraine@finefoodnz.co.nz)

***The Food Show (July 2019, Auckland, Wellington, Christchurch)***

Since 2000, The Food Show has grown to become New Zealand's most popular series of food and drink retail and consumer exhibitions. The 2017 shows in Auckland, Wellington, and Christchurch attracted more than 55,000 visitors who spent more than \$5.9 million. It travels the country as it is held in Auckland (New Zealand's largest city), Wellington (New Zealand's capital city) and Christchurch (South Island's largest city).

**Contact:**

The Food Show New Zealand

1 Redmond Street, Ponsonby

Auckland, 1011, New Zealand.

Tel: +64-9-378-7659; Email: [sales@thefoodshow.co.nz](mailto:sales@thefoodshow.co.nz)