

Event Returns to MELBOURNE in

2009 2009 2009

**Bakery@
FOODSERVICE**
Melbourne
Exhibition Centre



The Bakery industry will again take centre stage at the 3rd Foodservice infocus Expo from the 23 -25 June 2009 at the Melbourne Exhibition Centre. Building on the success of the 2005 and 2007 shows the centerpiece of the event will be the Bakery Australia series of competitions. Bakery Australia was launched at the 2007 show and is now established as an annual competition alternating between Melbourne at Foodservice infocus and Sydney where it is held in conjunction with Foodservice Australia.

A highlight of the 2009 program will be the Australian Artisan Baking Cup, "La Coupe Down Under" which will comprise Australia's leading Artisan bakers in nine, three-member teams with three teams competing each day. Bakery Australia will also feature the National Baking Competition, National Bread Day and a series of presentations that will feature Australia's industry experts.

The Australian Artisan Baking Cup teams will be competing daily at the expo using state-of-the-art equipment which will be sponsored by several of the major exhibitors at the show. Noel Gray Managing Director of AEE said "the bakery industry was very well represented at the last event which provided the equipment and ingredient suppliers with the opportunity to reach the Victorian, Tasmanian, SA and New Zealand markets. At the last show we had around 25 equipment and ingredient suppliers that participated and we expect to increase this number in 2009 with a number of the major suppliers already booked into next year's show." He added that "exhibitors reported a very high level of sales and leads from the show and this was attributed to the emphasis on a business-to-business focus for

the expo which attracted a qualified audience who attended to source new products and purchase new equipment."

Approximately 40% of visitors to the previous show listed Bakery Equipment and Ingredients as one of their main area of interest. The Australian Artisan Baking Cup occupied over 300m² of space on the expo floor and attracted considerable interest from visiting bakers as they could see that latest equipment being used in a live environment as well as learning more about this increasingly popular form of baking. A series of free seminars also attracted tremendous interest with a number of high profile speakers including the magician of Artisan Baking - Leon Bailey attracting a full house.

Managing Director of AEE Noel Gray has had over 25 years of experience in the exhibition industry and was involved in the launch and management of some of Australia's most successful trade and business exhibitions. According to Gray "Victoria had long been overdue for an event that catered specifically for the bakery industry. Our research has shown that many establishments are

extremely busy and time poor and simply could not afford the time to send staff interstate to visit other bakery focused shows. They welcomed the idea of having their own event in Melbourne and this was supported by the excellent turnout we had from bakers and pastrycooks at the last event.

In another significant development for the Foodservice industry AEE is working in partnership with Sydney based Exhibitions and Trade Fairs which are involved in managing the major Foodservice and Bakery show in Sydney. This provides the industry with one annual event which specifically focuses on the Foodservice and Bakery sectors and provides manufactures, suppliers and distributor with the opportunity to reach buyers in Australia's two largest markets.

Foodservice infocus Expo 2009 will be staged from the 23-25 June at the Melbourne Convention and Exhibition Centre. Further information on Bakery @ Foodservice infocus can be obtained by contacting the show organiser on 03 9676 2133 or email info@auexhibitions.com.au

See you in 2009 at Australia's leading bakery event!

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- Keep up to date with industry developments
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- Meet new suppliers

www.foodserviceexpo.com.au



**Bakery@
FOODSERVICE**
infocus
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**Melbourne Convention
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23-25 June 2009**

Trade Only

**Featuring Bakery
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- The Australian Artisan Bakery Cup
- National Baking Competition
- National Bread Day
- Free Seminars



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