



**MEDIA ALERT**

**1 MARCH 2017**

## **HEALTHY JUST GOT FANCY...**

Australia's fastest growing trade show, Naturally Good Expo, gets fancy this year as it joins forces with Fantastic Food+Drink - the country's first sourcing event that's 100% dedicated to specialty, premium and gourmet food and craft beverages.

As the first food and beverage trade sourcing events to take place at the new ICC Sydney Exhibition Centre, the co-location of Naturally Good Expo and Fantastic Food+Drink will create an unmissable event combining healthy, premium and specialty niches in one giant buyers marketplace of 450+ curated companies.

Naturally Good Expo is Asia Pacific's go-to event for sourcing the latest healthy food, beverage, beauty and home living products. The show has seen enormous growth since launching in 2015, and this year it will again grow to welcome an estimated 350 companies representing thousands of innovative brands and products that are on trend, in demand, and ahead of the health curve.

In related consumer trends, specialty and premium products have also continued to see phenomenal growth across all channels as consumers seek out quality products and produce at the supermarket, in specialty food stores, on the go, and when eating out. For this reason, Fantastic Food+Drink has been launched – bringing together these exciting new retail and foodservice products and showcasing thousands of fancy products all under the one roof for those whose businesses rely on them.

More than just a food and drinks expo, Fantastic Food+Drink has a compelling lineup of features designed to showcase local and regional food artisans, purveyors, importers and entrepreneurs. Specialty areas include Taste the Farm, an opportunity to source directly from the farmer and learn their backstory; the Specialty Chocolate Showcase; Specialty Cheese Providores; Craft Beverage Alley and Gourmet Gifts. In addition, and in an effort to support new artisan and small batch providers, an Emerging Brands Zone will highlight new market entrants, and will feature everything from home grown chili sauces to artisan breads, right through to refreshing infused sparkling beverages.

Running across both events are a range of seminars and interactive advisory sessions, dedicated to helping visitors walk away with relevant and actionable learnings. With a lineup of both local and international experts, sessions include an e-commerce forum, social media advice, business essentials, and trends and insights to help business owners effectively range for the future and emerging consumer

demands.

Curated with the visitor in mind, access to both events is included with entry to either. Naturally Good Expo and Fantastic Food+Drink are must attends for anyone that sources, sells or serves healthy, better-for-you, natural, specialty, high quality products, meals or drinks.

**What:** Naturally Good Expo | Fantastic Food+Drink

<http://naturallygood.com.au>

<http://fantasticshow.com.au>

**When:** 10am - 5pm daily, 4-5 June 2017

**Where:** ICC Sydney Exhibition Centre, Darling Harbour

**Registration:** Opening late February.

**Organiser:** National Media

#### **Ticketing:**

Ticket type	BEFORE 1 June	AFTER 1 June
<b>EXPO PASS</b>	Free	\$30
<b>ALL-ACCESS – Retail/Foodservice/Distributor/Practitioner</b>	\$95	\$125
<b>ALL-ACCESS - Other</b>	\$195	\$225
<b>SUMMIT PASS</b>	Early bird \$395 to 31 March then \$595	

#### **EXPO PASS**

Includes 2-days access to Naturally Good Expo/Fantastic Food+Drink, Sunday 4 June and Monday 5 June

#### **ALL-ACCESS PASS – RETAILER/FOODSERVICE/PRACTITIONER/DISTRIBUTOR/CHEF**

Includes EXPO PASS inclusion plus access to all seminars, VIP lounge with refreshments and priority entry. Valid for Sunday 4 June and Monday 5 June

#### **ALL-ACCESS PASS – OTHER (suppliers, manufacturers, consultants etc.)**

Includes EXPO PASS inclusion plus access to all seminars, VIP lounge with refreshments and priority entry. Valid for Sunday 4 June and Monday 5 June

#### **SUMMIT PASS**

Includes ALL-ACCESS PASS plus entry to the Naturally Good Business Summit on Friday 2 June.

Valid for Friday 2 June AND Sunday 4 June and Monday 5 June

Both Fantastic Food+Drink and Naturally Good are strictly trade only events.

#### **ENDS**

For more information or images please contact Jane Stabler at Evil Twin PR on [jane@eviltwinpr.com.au](mailto:jane@eviltwinpr.com.au), (02) 8033 2345 or 0421 353 339

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