



FINE FOOD AUSTRALIA

31st August - 3rd September 2026

at Melbourne Convention and Exhibition Centre, Melbourne

EVENT REPORT

**APEDA INDIA'S PARTICIPATION IN THE FINE FOOD AUSTRALIA
AUGUST 31 TO SEPTEMBER 3, 2026
MELBOURNE CONVENTION & EXHIBITION CENTRE**



EVENT OVERVIEW

Dates : August 31 – September 3, 2026

Location : Melbourne Convention & Exhibition Centre, Melbourne, Australia

Scale : Featured over 900 exhibitors spanning 10 product zones, including food, beverages, equipment, packaging, and technology.

INTRODUCTION

Fine Food Australia 2026 concluded as a highly successful four-day trade show, running from August 31 to September 3, 2026. As the Southern Hemisphere's largest business-to-business (B2B) trade event for the foodservice, hospitality, and retail sectors, it drew over 18,000 industry professionals and hosted more than 900 exhibitors representing over 30 countries. Exhibitors were divided into specialized product zones covering everything from commercial kitchen technology and sustainable packaging to bakery ingredients, dairy etc.

Products displayed by the Exhibitors at APEDA Indian Pavilion:

1. Organic Turmeric Rhizome Powder, Organic Turmeric Rhizome Powder
2. Spices, Organic Psyllium Seed, Organic Psyllium Husk,
3. Organic Fruit Vinegars and Herbal Juices
4. Chocolates, Cocoa, Confectionery, Spreads
5. Ghee
6. Dehydrated Onions, Garlic and Fried Onions
7. Phool Makhana and Roasted Makhana
8. Quina, Chia and other herbs
9. Snacks, Pickles, Bakery Products
10. Peanut Butter and Peanut Paste
11. Ready Meals and Canned Food, Frozen Vegetables
12. Biscuits, Cookies, Crackers, Pulses, Oils
13. Frozen Food, French Fries & Other Processed Foods
14. Roasted Peanut, Peanut Butter, Groundnut Oil, Cake

APEDA INDIA PAVILION

APEDA setup Indian Pavilion by taking an area of 270 sqm at Stall No. HP25, HQ31, HQ25, HR26 at Melbourne Convention & Exhibition Centre hosting 22 exhibitors from various food segments.

The vibrant APEDA India Pavilion successfully projected the strength and versatility of India's product portfolio and provided significant platform to Indian exhibitors to showcase and promote their products, strengthen their presence in Oceania region and establish new international tie-ups. The exhibit resonated strongly with the international market, attracting substantial foot traffic and high praise from global sourcing executives.

The key highlight of the APEDA Pavilion was Culinary Showcase, Live Demonstrations & Sampling sessions conducted by a renowned chef presenting innovative recipes and applications using Indian agricultural and processed food products.

APEDA participated in the event with following objectives:

- To promote India's organic products in the Australian market to leverage the MRA signed between India and Australia.
- To promote India's agricultural and processed food products in the Oceania region.
- To promote 'Brand India' by wet sampling of various India's Star Products such as Basmati Rice, Millets, Processed Food Products and Pomegranate Arils.

India's representatives at Fine Food Australia:

Department of Commerce

1. Ms. Shabeena Begum Mohd Yaqub, Assistant Director

APEDA

1. Ms. Vinita Sudhanshu, General Manager, APEDA
2. Ms. Rajni Arora, Deputy General Manager, APEDA

INAUGURATION OF THE APEDA INDIA PAVILION

APEDA India Pavilion was officially inaugurated by the Consul General of India in Melbourne, Shri Anish Rajan along with officers from Department of Commerce and APEDA.

The inauguration marked the commencement of India's participation in the event and projected the Country's commitment to expanding exports of organic products, value added agricultural and processed food products.

The Consul General in his remarks mentioned that *"APEDA is fantastically coordinating with exporters & promoting India in Australian market. Indian brands are strengthening their feet here, with good market access opportunities."*





APEDA HALL LAYOUT



INTERACTION WITH CO-EXHIBITORS

The Consul General interacted with the co-exhibitors participating under the APEDA India Pavilion and appreciated the display of wide range of products.



PROMOTIONAL ACTIVITIES

Culinary Showcase & Live Demonstrations & Sampling

To provide the taste of Indian cuisines to the visitors, APEDA organized tasting and sampling of Basmati Rice Biryani (veg and non veg), Dosa, Samosa, Poha, Turmeric Smoothy, Fresh Fruits including Pomegranate arils & Millet based pasta which were well appreciated by the visitors.

Curated over the four-day exhibition, the live cooking sessions featured innovative recipes prepared using premium Indian ingredients such as Biryani of Basmati Rice, processed food such as Samosa, Dosa, Seviyan Sweet (Kheer), Gulab Jamun and fresh fruits such as pomegranates arils.

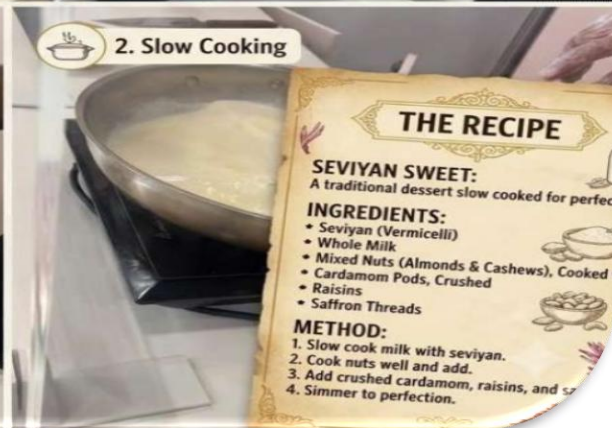




SEVIYAN SWEET (KHEER)



1. Preparation



2. Slow Cooking

THE RECIPE

SEVIYAN SWEET:
A traditional dessert slow cooked for perfect

INGREDIENTS:

- Seviyan (Vermicelli)
- Whole Milk
- Mixed Nuts (Almonds & Cashews), Cooked & Crushed
- Cardamom Pods, Crushed
- Raisins
- Saffron Threads

METHOD:

1. Slow cook milk with seviyan.
2. Cook nuts well and add.
3. Add crushed cardamom, raisins, and saffron.
4. Simmer to perfection.





Freshly Prepared Poha



Fresh Mango Sunshine



Authentic Grains

Poha Live

Your Daily Wellness Fix. Try Now!

Live Cooking, Signature Poha

Signature Special Poha - Healthy & Delicious

Poha Live Station - Cooking Right in Front of You!

Customer Tasting

Event Fun

Refresing Mango Juice

POHA LIVE COOKING: FRESH. HEALTHY. INSTANT.

- Poha Recipe
- Soak flat rice for few minutes.
- Put nuts & Indian Spices.
- Cook for 5 to 10 minutes.
- Serve hot.



MARKETING COLLATERAL

As part of its promotional outreach at the Fine Food Australia 2026, APEDA implemented strategic branding initiatives to enhance the visibility of the India Pavilion and reinforce the "Grown in India for the World" campaign.

Branded promotional bags carrying the "Grown in India for the World" theme were distributed to international buyers, exhibitors, and trade visitors. The initiative effectively increased the visibility of the India Pavilion across the exhibition venue while serving as a mobile branding tool throughout the event.

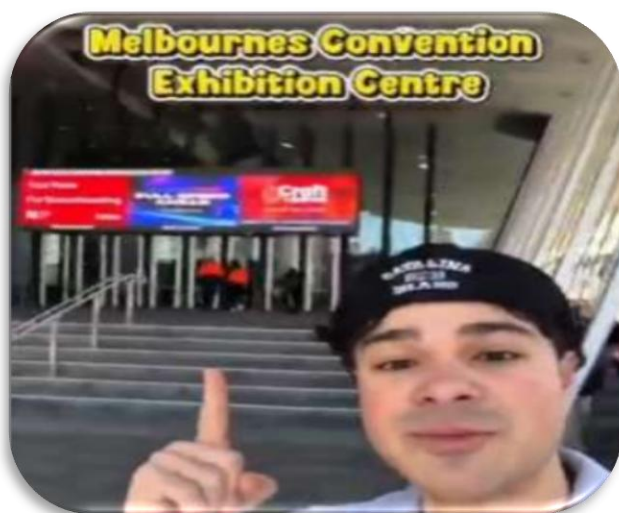
The branding activity contributed to higher visitor engagement, increased footfall at the pavilion, and stronger brand recall, further promoting India's agricultural and processed food products among global buyers and industry stakeholders.



SOCIAL MEDIA INFLUENCER ENGAGEMENT

To enhance the visibility and outreach of the India Pavilion at Fine Food Australia 2026, social media influencers were engaged to promote the pavilion and generate greater awareness among the target audience.

The influencers created and shared engaging content highlighting the India Pavilion, participating exhibitors, Indian food products, and the overall India presence at the exhibition. Their digital outreach helped extend the pavilion's visibility beyond the physical exhibition space and encouraged audience engagement across social media platforms.



Ezzat Khalife
Food Traveller and Influencer



Honey Malhotra
Fashion Travel Lifestyle



TRADITIONAL HENNA ART

To enrich the visitor experience and showcase India's rich cultural heritage, a Henna (Mehendi) Art Experience was organized at the India Pavilion during the Fine Food Australia 2026. International buyers, exhibitors, and trade visitors enthusiastically participated in the activity, experiencing one of India's most cherished traditional art forms.

The live henna application created a vibrant and interactive atmosphere at the pavilion, attracting considerable visitor interest and encouraging greater footfall. Beyond promoting India agricultural and processed food products, the initiative added a unique cultural dimension to the pavilion, creating a memorable Brand India experience and strengthening engagement with the global audience through India's rich traditions and hospitality.

APEDA at Fine Food Australia 2026 Discover the Art of Indian Henna!



DETAILS OF BUSINESS GENERATED AND TRADE ENQUIRIES

The exhibition generated excellent commercial momentum, resulting in a robust influx of trade enquiries for the Indian contingent. Exporters engaged in promising discussions regarding staples like Basmati rice and cereals, as well as specialty items such as organic products, fried onions, ghee, psyllium, peanut butter, Makhana, breakfast cereals, organic herbs and value-added dairy products. Complete data regarding these leads can be found below-

S. No.	Name of Exporter	Product Description	Enquiries Received (In USD)	Business Under Negotiation (In USD)	Business Finalized (In USD)
1.	Centra Exports LLP	Snacks, Pickles, Bakery	75000	75000	100000
2.	Balaji Wafers Private Limited	Snacks & Chips	200000	500000	Not Disclosed
3.	Ms Foods	Dehydrated Onion, Garlic	Not Disclosed		15000
4.	SDP Industries LLP	Ghee	300000	200000	100000
5.	Kaniya Exports Private Limited	Organic Psyllium Seeds Organic Psyllium Husk Organic Psyllium	350000	100000	Not Disclosed
6.	Osum Food	Fresh Produce	100000	100000	
7.	Devi Chand & Sons	Rice	400000	50000	
8.	KV Agro Products Private Limited	Quinoa, Chia and Other Spices and Herbs Products	Not Disclosed	35000	
9.	Briovinegars	Organic Fruit Vinegars and Juices		20000-30000	
10.	GBS Impex	Chocolates, Confectionery, Snacks, Spreads,	50000	Not Disclosed	
11.	Indies Global Foods Private Limited	Ready Meals and Canned Food, Frozen Vegetables	300000		
12.	LT Foods	Rice	7 enquiries		
13.	Saaz Foods	Peanut Butter and Peanut Paste	Not Disclosed		
14.	Niva Nutri food Products Pvt. Ltd.	Processed Food			
15.	Spice Route International LLP	Organic Moringa, Organic Ashwagandha, Maca Organic			
16.	DP Chocolates	Cocoa and Chocolate Products			
17.	Farmton Foods Private Limited	Frozen Food French Fries & Other Processed Foods			
18.	Indian Makhana	Makhana			
19.	Earth Root Spices and Herbs	Spices, Herbs and Psyllium			
20.	Bonn Biscuits Private Limited	Biscuits, Cookies,			
21.	Delicious Foods	Dehydrated Onion, Garlic and Fried Onions			
22.	Fishfa Agri World Limited	Raw Peanut, Roasted Peanut, Groundnut, Peanut Butter			

KEY TAKEAWAYS & MARKET FEEDBACK

Surge in "Millet & Superfood" Queries: Australian distributors showed high interest in India's innovative millet-based snacks and organic offerings, aligning perfectly with Australia's ongoing clean-label and vegan health trends.

OPPORTUNITIES FOR FUTURE

The outcome of Fine Food Australia 2026 conclusively prove that the Australian food sector is ripe for deep penetration by quality-focused Indian exporters.

Way Forward: India is well-positioned to supply Australia with a diverse range of premium products, including organic spices, coffee, processed foods and basmati rice.

Transition to Fine Food Australia Sydney 2027: Planning should commence early for Fine Food Australia 2027, scheduled to alternate back to the International Convention Centre (ICC) in Sydney.

- The Consul General met individual exhibitors at the pavilion and shared insights to help strengthen their business in the Australia market, engaging in particular with exporters of Basmati rice and ready-to-eat food products.
- The pavilion served as a business-to-business interface connecting Indian exporters with Oceania buyers, retailers, importers and distributors over the four days of the show.

Significance and Outcome

- Largest-ever India participation at the Fine Food Australia 2026, signifying the scale-up of India's food export promotion efforts in Australia and Oceania.
- Enhanced visibility for 'Brand India' food products amongst premium Australian and global buyers.
- Positioning of flagship products — Basmati rice, Fresh Fruits and Vegetables, Organic Products — as premium offerings in the specialty food segment.
- Contribution to India's strategy of tapping the huge Oceania market opportunity for packaged foods over the coming decade.

Conclusion

APEDA's participation in the Fine Food Australia 2026 marked another significant milestone in promoting India's agricultural and processed food products in the international marketplace. The 270 sqm India Pavilion, featuring Indian exporters, provided a dynamic platform to showcase the diversity, quality, and innovation of India's agri-food sector to a global audience comprising buyers, importers, distributors, retailers, and foodservice professionals.

The pavilion successfully combined business promotion with cultural engagement through initiatives such as the Culinary Showcase & Live Demonstrations, & Sampling, Henna (Mehendi) Art Experience, and the "Grown in India for the World" branding campaign. These activities not only attracted significant visitor footfall but also created meaningful interactions with international stakeholders, strengthening awareness and appreciation of Indian agricultural and processed food products.

The exhibition facilitated valuable B2B meetings, networking opportunities, and business discussions, enabling participating exporters to explore new market opportunities, strengthen existing partnerships, and expand their presence in the market. The positive response received from buyers and visitors reflected the increasing global demand for high-quality Indian food products and reinforced confidence in India's export capabilities.

Overall, APEDA's participation at the Fine Food Australia 2026 successfully strengthened Brand India at the global stage, reaffirming India's position as a reliable supplier of premium agricultural and processed food products. The event further contributed to enhancing the international visibility of Indian exporters, fostering new business collaborations, and supporting the Government of India's vision of expanding agricultural exports and positioning India as a preferred sourcing destination for the global specialty food industry.



एपीडा
APEDA

कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार

AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY (APEDA)
MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA

Phone: 011-20867007, 20863919, 41486013, 20867008
E-mail: headq@apeda.gov.in Website: www.apeda.gov.in

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