



Christchurch 4 - 6 April 2025

Christchurch Food Show 2025 - Expression of Interest (EOI) Form

Thank you for your interest in attending the Christchurch Food Show as part of a regional cluster. Please complete the following form to express your interest.

Business Information

Business Name:

Business Address:

Website:

Contact Person:

Position/Title:

Email:

Phone Number:

Business Background/ Summary:

Please tell us your business story, communicating your 'why' and core values. (max 250 words)

Product/Service Details

Products/Services to be Showcased:

List the products or services you would like to showcase at the Christchurch Food Show.

Unique Selling Proposition (USP):

What makes your products/services unique? (max 150 words)

Target Audience:

Describe your primary target audience.

Current Retail Channels:

Where and how do you currently retail your products?

- Online Store
- Physical Store(s)
- Supermarkets
- Farmers Markets
- Wholesale
- Community Markets
- Other: _____

Participation Details**Previous participation in Food Shows:**

Have you participated in any food shows or similar events before? If yes, please specify.

Reasons for attending the Christchurch Food Show:

Explain why you want to participate in the Christchurch Food Show and what you hope to achieve. (max 200 words)

Benefits to your Business:

What benefits do you anticipate gaining from attending the Christchurch Food Show?

- Increased brand exposure
- Networking opportunities
- New customer acquisition
- Market research
- Sales growth
- Other: _____

Special Requirements:

Do you have any special requirements for your booth or participation? (e.g., power supply, refrigeration, additional space)

Food Show Site Preference

How many days would you like to participate in the Christchurch food show?

- 1 day
- 2 days
- 3 days

Would you like a stand to yourself or collaborate with another business?

- Individual
- Share

Regional Cluster Participation

DWC has a workplan to develop a West Coast food cluster to increase collaboration, support the growth of food related businesses. The aim is to develop the skills and capabilities of businesses within the food industry to enhance workforce productivity and competitiveness. By leveraging collective resources and networks, members of this cluster can expand their reach and attract customers.

Interest in Regional Cluster Participation:

Are you interested in participating as part of a regional cluster?

- Yes
- No

Benefits to Your Business:

How do you think participating in a regional cluster will benefit your business? (max 150 words)

Collaboration with Other Businesses:

Are you open to collaborating with other businesses in the cluster? If yes, please describe any ideas or plans. (max 150 words)

Declaration

I declare that the information provided in this Expression of Interest form is true and correct to the best of my knowledge.

Full Name of the person completing the form.

Signature:

Date:

Please submit this form by 5 July 2024 to business@dwc.org.nz.