



# Calling All Food and Beverage Businesses!

Join Development West Coast and a West Coast food and beverage delegation showcasing the best of our region's food and beverage provenance and prowess at **The Christchurch Food Show 2025 | 4th – 6th April**.

With nearly 10,000 attendees and over 130 exhibitors, this is your chance to shine on a grand stage and showcase your delectable offerings.

## Why Participate?

This event isn't just about showcasing products; it's about forging meaningful connections with potential buyers and partners while gaining invaluable industry exposure. Your participation will elevate your brand and contribute to the vibrant tapestry of our regional food and beverage landscape. You will also play a part in our collaborative promotional activities before and during the show.

## What We're Looking For:

We're on the hunt for businesses with unique stories, strong core values, and ambitious plans. Whether you're a local favourite or a hidden gem, we want to hear from you. Show us how your participation in this event aligns with your growth ambitions and regional pride.

## Expectations:

While we will be subsidising the cost of the stand, we do require a commitment from our vendors. This includes attending at least one vendor meeting, acting as regional ambassadors, providing business promotional material, covering attendance costs, and sharing the stand cost.

To accommodate varying levels of interest, we're exploring flexible attendance options. Depending on interest and capacity, vendors may have the opportunity to rotate attendance or share stands, making it easier to participate and maximise exposure.

Stall sizes vary from 2 m x 2 m to 3.6 m x 1.8 m all stalls include: 1x light, 1x 10amp powerpoint, 4x exhibitor badges and 4x complimentary tickets per company.

## **Food and Beverage Cluster Marketing Provided**

### *Promotion on The Food Show website:*

West Coast feature page, highlighting all companies involved

Boosted feature profile page on The Food Show website

### *Food Show e-newsletters*

Inclusion as 'Feature' in 2x e-newsletters sent to The Food Show database

### *Social Media*

Inclusion in social media campaign promoting the West Coast feature including Facebook and Instagram. Minimum of 2x Instagram and 2x boosted Facebook posts

### *Show guide and floor plans*

West Coast feature on the event floor plan throughout the venue indicating the location

West Coast inclusion and mention in the event show guide where the feature is mentioned and relevant

## **How to Apply:**

Interested in joining our delegation? Submit an expression of interest outlining your business story, core values, business plans, and how participating in this event will bolster your business growth. We'll assess the range and diversity of products, regional spread, alignment with our regional branding, and sustainability efforts.

## **Let's Fly the Flag Together:**

Together, let's showcase the richness of our region's food and beverage industry and make a lasting impression on the attendees of The Christchurch Food Show.

To express your interest, please use the link below to complete and submit our Expression of Interest form.

Once EOIs have been received a selection process will begin and we will be in contact with next steps.

Upon selection, allocations and costings will be provided and a vendor meeting will be held.

For more information or to discuss options, get in touch with Fiona Hill at Development West Coast: M: 027 252 0143, E: [fiona@dwc.org.nz](mailto:fiona@dwc.org.nz)



Visitors on Friday

**2,727**

Visitors on Saturday

**3,724**

Visitors on Sunday

**3,134**



Total attendance

**9,585** ↑  
9,528 in 2023, increase of 57

Number of exhibitors

**135** ↑  
119 in 2023, increase of 16



### Who Visits



### See what our visitors said:

"One of the best food shows I've been to. So many great things to try."

Sue H.

"FABULOUS day out!! We got introduced to some stunning new flavours today! Got some new "regular" suppliers and their items to add to our shopping list!"

Julia W.

### Social (11 March - 7 April)

1,025,700 reach

Facebook  
36.7k followers

Website  
24k users  
76.5k page views

Instagram  
14.5k followers