

NSW Opens Fine Food Australia 2026 Opportunity for Food and Beverage Businesses

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The NSW Government is calling for Expressions of Interest from food and beverage businesses across the state to represent NSW at Fine Food Australia 2026 in Melbourne, creating a major opportunity to connect with national and international buyers.

Fifteen NSW businesses, including 10 Aboriginal-owned enterprises and five regional NSW producers, will have the chance to meet face-to-face with buyers, connect with distributors and put their products in front of a national audience.

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The 2026 event will be held at the Melbourne Exhibition and Convention Centre from 31 August to 3 September.

The NSW Government stand will bring successful businesses together in a 135-square metre space designed to maximise visibility and impact.

It lowers the cost of participation while giving exhibitors direct access to buyers and new market opportunities, helping turn conversations on the stand into real commercial outcomes.

Aboriginal-owned food and beverage businesses will be a key focus, with the initiative supporting improved access to metropolitan, interstate and international markets, including Melbourne's major retail, hospitality and distribution networks.

Acting Executive Director of Regional Economic Development, Craig Jenkins, said:

"Fine Food Australia is a powerful platform for NSW producers, connecting businesses with new commercial opportunities with retailers and distributors, increased visibility of NSW and Aboriginal-owned brands, and potential export and investment opportunities."

"By backing regional and Aboriginal-owned food and beverage businesses to take part, we're opening doors to new customers, stronger supply chains and increased visibility in national markets - creating pathways for export and long-term investment that benefit not only the businesses taking part, but their communities across the state."

"With limited exhibitor spaces available, I encourage food and beverage producers, manufacturers, value adders and distributors to put their best foot forward and apply for our EOI to showcase their products and build valuable connections beyond regional NSW."