

## FIA's gone fancy!



With a new key ingredient!

Forget about the Colonel's secret 11 herbs and spices, grandma's tradition for the best apple pie ... FIA has a new key ingredient that is destined to be a true recipe for success.

Earlier this year, the FIA board decided it was time to move forward with a fresh new face, a pinch of pizzazz, but mostly an image that is a little bit more fancy! Enter our new brand and website, ready to tantalise anyone's taste buds.

The Food Industry Association is a non-profit organisation formed in 1985 to organise and manage Hospitality and Catering expos throughout regional NSW.

By specialising in high value exhibitions for both participants and visitors alike, The Foodservice Industry Association has established itself as the leader in the regional Foodservice & Catering Expo/Trade Show field – managed by some of

Australia's leading Foodservice providers, including Nestle, Sara Lee, Clorox, Patties Foods, Ingham's, Ready Bake, Murray Goulburn and Peerless Foods, just to name a few.

FIA's new recipe for success includes a brand refresh, marketing collateral, but most importantly, the strongest new ingredient in the mix is the fully functional website for the members and exhibitors. We have brought the association into the 20th century with our new website capabilities, now allowing all exhibitors to book ahead their tradeshow stands for all calendar events throughout the year.

FIA now presents a dynamic new association with engaging member services and tradeshow resources.

Visit [www.foodservice.org.au](http://www.foodservice.org.au) to experience FIA's new key ingredient, or visit one of our tradeshows coming your way.



### Proud to be Associated

Café Biz are proud to be associated with the Food Industry Association as industry networkers and suppliers to the café industry. Their expos and trade shows in regional areas give a broad range of industry users the opportunity to meet and discuss the latest trends in the food services industry.

**FIA**  
**FOOD**  
**SERVICE**  
ASSOCIATION  
INDUSTRY  
...the key ingredient



*Barista Latte  
Art Challenge*

Open to all baristas  
4 coffees in 6 minutes

## The FIA Tradeshow

**8-9 November 2011 Coffs Harbour  
Coffs Harbour Racing Club**

**11 October 2011 Wagga Wagga  
Wagga Wagga RSL**

Promote your products and services throughout regional NSW

For further information on the Challenge

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