

NATIONAL RESTAURANT SHOW, US 2009



Event Overview

The National Restaurant Association (NRA) Show is a significant event in the USA food calendar targeting the lucrative food service sector which represents more than 50% of the approximate US\$1 trillion USA food market.

Promotion Overview

AMAG had supported licensees at the 2008 show and in 2009 supported 6 licensees at a display of products managed by Austrade. The Australian pavilion showcased products from 25 Australian companies including wagyu beef, southern rock lobster, abalone, lamb, artisanal cheeses and cheese platter accompaniments, glacé fruit, wines, beer, coffee, bottled water, macadamias and infused olive oils and attracted much attention from both media and key buyers, giving exhibitors invaluable exposure.

Visitors to the Australian Pavilion were entertained and educated about uniquely Australian ingredients and cuisine at a custom-built demonstration kitchen at the southern end of the Pavilion.

Exhibitors' products were showcased by Napa-based Australian author and celebrity chef Ms Sally James and resident Meat and Livestock Australia corporate chef, Mr Stephen Edwards. A number of other renowned chefs were also featured over the four days including chef Frank Brunacci of the famous Trump Hotel's restaurant, *Sixteen*, and chef Jon Antony of *Table 52*.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.