



The Plenty Food Group stand at the Fine Food Australia Expo 2006

# SUPPORT FOR MELBOURNE'S FOOD MANUFACTURING HUB

**A support group for the local food manufacturing industry helped to promote eight companies at the largest industry food expo in the southern hemisphere.**

The Plenty Food Group supports approximately 150 food manufacturers of varying sizes across Hume City and the City of Whittlesea.

The eight businesses which were represented at the Fine Food Australia Expo 2006 in September were waffle and crepe manufacturer The Original Waffle Co; frozen fish and vegetarian food company Gem Fine Foods; drink manufacturer Tuscani Beverages; energy drink manufacturer Red Eye; pasta and pasta sauce company Matisse; gluten free products manufacturer Naturally Good Products; the Heather Brae Shortbreads bakery and maker of sheep and goat cheeses Hellenic Cheese.

Hume City Council's Director City Sustainability, David Keenan, said the companies were offered display space from the Plenty Food Group at a subsidised rate.

"This was a great opportunity for these businesses to build local, national and international industry contacts," he said.

Over the four days of the expo more than 30,000 potential customers including 2,000 overseas visitors sampled seven kilograms of saginaki cheese, 15 cases of pastas and sauces and 600 samples of drinks from the Plenty Food Group stand.

The Fine Food Australia Expo 2006 was held at the Melbourne Exhibition and Conference Centre from September 11 to 14.

The Plenty Food Group is a joint initiative of Hume City Council and the City of Whittlesea. For further information about the Plenty Food Group contact the Food Cluster Co-ordinator, Marshall Dwyer on 9217 2148.