

Good Food and Wine Show attendance exceeds expectations

More than 48 286 people attended the recent Cape Town Winter Good Food & Wine Show, despite the recession, with exhibitors, media and consumers rating it “as the best show ever”, according to the organisers.

Feedback from visitors to the show ranged from "exceptional value for money" to "the best exhibition in South Africa" and a "definite highlight on the annual culinary calendar". "It was great to be back in beautiful Cape Town even in the middle of winter and what a reception" said crowd pleaser Ainsley Harriott. "The audiences at the show were certainly up for a bit of fun and we had packed theatres every time. It was a busy, lively and entertaining few days and we certainly weren't short of good things to eat" he added.

Some of the top BBC celebrity chefs who were flown in by Swiss International Air Lines included the very popular Harriott, Giancarlo and Katie Caldesi, Skye Gyngell, Brian Turner as well as Marcos Georgiou. The chefs drew huge crowds.

Exhibitors had the best sales ever and trade enquiries and leads exceeded all expectations. Johan de Wet from Lorraine Cellars said they expected the number of visitors and wine sales to be down this year but the show had more quality visitors and trade enquiries than ever before. "We doubled our sales and we found that the visitors spent much more. We picked up excellent new leads and new business. We will definitely be back again" said De Wet.

Celebrities who joined the chefs on stage included Michelle Mclean, former Miss Universe, Nico Panagio, Aiden Bennetts, well known KFM DJ's Richard Hardiman and Ryan O'Connor and, Heart FM breakfast show DJ Lee Downs.

The Good Food and Wine Show now prepares for the next show in Durban at the Durban Exhibition Centre from 23-26 July.