

MEET THE BUYER: WA'S NEXT GREAT PRODUCT FINDS

Promoted as WA's only dedicated food and beverage trade show, Meet the Buyer lists the benefits of attending the Perth event in October.

Meeet the Buyer continues to be one of the most direct ways WA delegates and producers connect – cutting through the noise of trade directories, interstate expos, and fragmented supplier lists in a single, focused day.

In 2025, the event brought 85 exhibitors and 570-plus local products under one roof for a single day at Crown Perth.

The 2026 show promises to offer even more diversity, with fresh produce, artisan foods, beverages, and specialty goods representing just part of the range that reflects the genuine breadth of what WA growers and producers are bringing to market right now.

And most beneficial: delegates can sample, compare, and connect with the people behind the products, all in a single visit.

This access matters. WA's food and beverage sector is producing at a level that rarely gets full visibility in conventional buying channels. Meet the Buyer closes that gap and puts emerging labels alongside established producers, giving delegates a genuine read on what's available, what's ready to scale, and what's worth a closer conversation.

For delegates, the value is practical as much as it's strategic. Walk the floor and you'll find shelf-ready products, export-ready suppliers, and emerging labels at every stage of development – all pre-vetted, all in one place, on the one day. There's no need to chase samples interstate or wait on supplier call-backs. You taste, test, and talk supply terms on the spot.

Retail, hospitality, foodservice, airlines, aged care, education, resources, export, and government procurement delegates are all encouraged to attend, and to share the event with their networks.

Dedicated meeting spaces are available on the day for follow-up conversations and supply discussions away from the show floor, and pre-event matchmaking can connect your sourcing brief with the exhibitors most likely to fit it ahead of time. Just let the Meet the Buyer team know your categories of interest when you register.

In 2025, 78 per cent of those attending formed new business connections on the day. And 90 per cent said they'd recommend it.

For delegates, this conversion rate is the headline metric – a single day of attendance reliably converts into supplier relationships you can action straight away.

"For a grower or small producer, building those relationships through conventional channels can take years," said Program Manager Melissa Worthington.

"Meet the Buyer compresses that into a single day."

Meet the Buyer 2026 returns to Crown Perth on Tuesday 20 October. If sourcing local is on your agenda, or if you work with delegates who would benefit from being in the room, register now at meetthebuyer.com.au. One room. One day.

