

2023 Post Event Report

# CheeseFest

Cheese, Food & Wine Festival



**The most snackable  
weekend of the year...**



*Became a feast of the senses*



**CHEESE**



**FOOD**



# FESTIVAL!





# From our director

At Team CheeseFest, we literally live and breath cheese. It's in our DNA.

CheeseFest 2023 was a smash hit. We achieved our goal attendance, reached a record high average sales per stall, and received an abundance of positive feedback from patrons and producers alike.

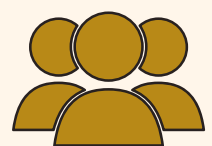
Unlike any other cheese festival in Australia, we want to create an experience. This includes live entertainment, cooking demonstrations, cheese masterclasses, and of course, all the cheese, food and wine you can ask for, all in a vibrant and relaxed outdoor setting.

**CheeseFest 2024 is currently fermenting away and we want to expand our cheesy embrace to include you!**

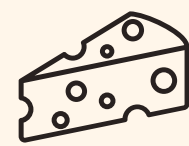
We are taking expressions of interest for stallholders, suppliers and sponsors.

Scroll on to see all the insights from our 2023 event. You can register in a link at the end of the document or [DIRECT HERE](#).

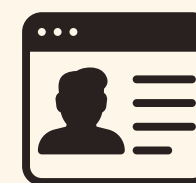
*Kris Lloyd AM - Director*



Attendee Report



Stallholder Report



Attendee Insights



Stallholder Insights

# Attendee report

The numbers are in! Cheese lovers from all over Australia flocked to CheeseFest, but it's the South Aussies who took the cheese crown. A whopping 68% of ticket holders came from Adelaide, with another 10% from regional South Australia. But, surprise surprise, our cheesy goodness was too good to resist for Victorians, with 15.9% of ticket holders making the trek interstate to join us.

Our cheese paradise was also a hit with the ladies, with 75.89% of respondents identifying as female and most falling in the 25-44 year age group. But CheeseFest is for everyone, with 21.76% of attendees ranging from 55 to 74 years old, and little ones under 12 enjoying free entry with a parent.

20.94% of respondents were living in households of four or more people and 25% spending over \$150 at the event. 67% wanted to eat cheese, drink wine and be merry, but it's not just about the cheese. People also reported deciding to come to CheeseFest to hang out with friends and family (51% with friends and 20% with family).



We must be doing something right because half of our attendees were back for the second year in a row, and 22% have been to every CheeseFest, rain or shine, even during COVID times! And guess what? 90% said they would definitely be back for more cheesy goodness, with only a tiny 0.01% saying they wouldn't. Who can resist a good cheese party, right?

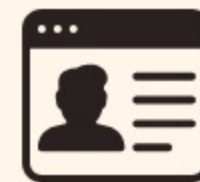
But CheeseFest isn't just about the cheese (though it's definitely the star of the show). Attendees also enjoyed exploring Adelaide City and buying products from the producers they sampled at the event. And hey, if you found out about CheeseFest through social media (like 48% of respondents), then give yourself a pat on the back for being social media-savvy.



Attendee Report



Stallholder Report




Attendee Insights



Stallholder Insights



# Stallholder Report



**CheeseFest 2023 brought together producers from all areas of South Australia! 78% of our stallholders were businesses based in South Australia.**

**The remaining 22% of our stallholders were Cheesemakers and Cheese Producers from interstate. We had a mixture of long time CheeseFesters and First Time CheeseFesters, with 37% of our interstate guests celebrating their first CheeseFest!**

**37% of our stallholders directly obtained new business contacts & sales leads by attending CheeseFest 2023, both local, interstate, and one stallholder even reported a brand new distributor and wholesaler contact.**



Attendee Report



Stallholder Report



Attendee Insights



Stallholder Insights

# Attendee Insights

# 75.9%

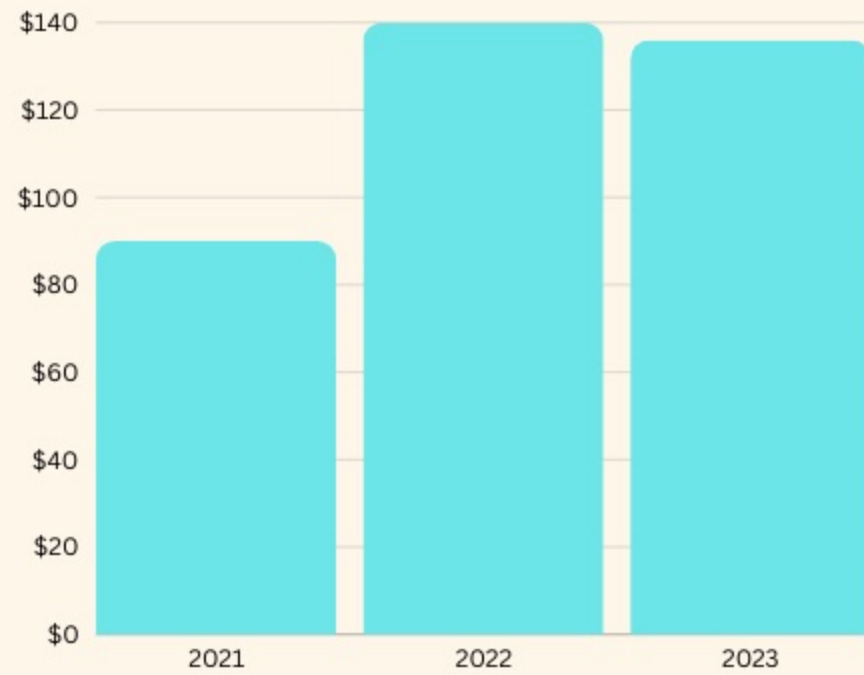
identify as female

# 54%

aged between 25-44



Attendee Report



# \$136

average spend per person

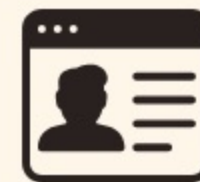


# 13,900

joined us over the Two Day Festival!



Stallholder Report



Attendee Insights

# 30%

Of attendees have an average household income of over \$150,000

# 50%

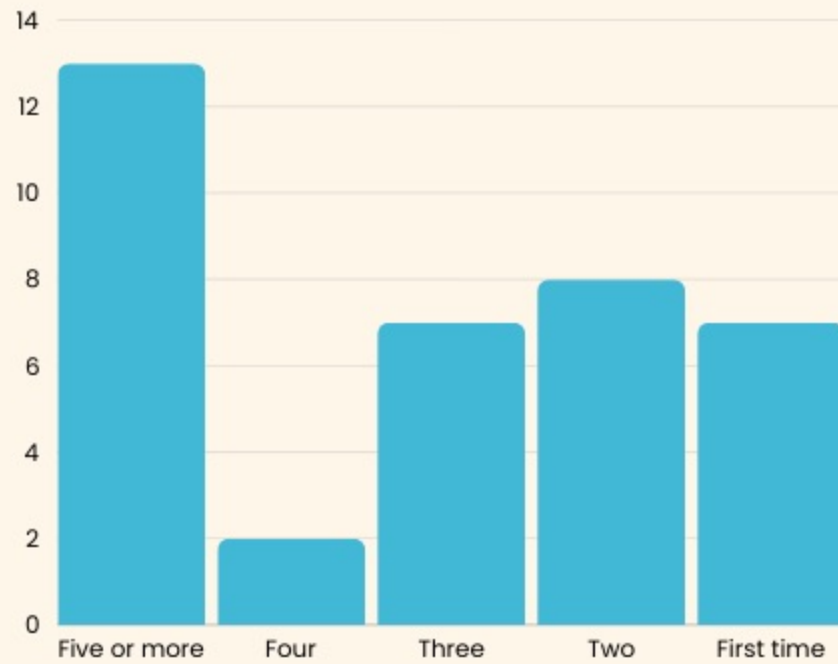
of this year's Attendees also attended the event in 2022!



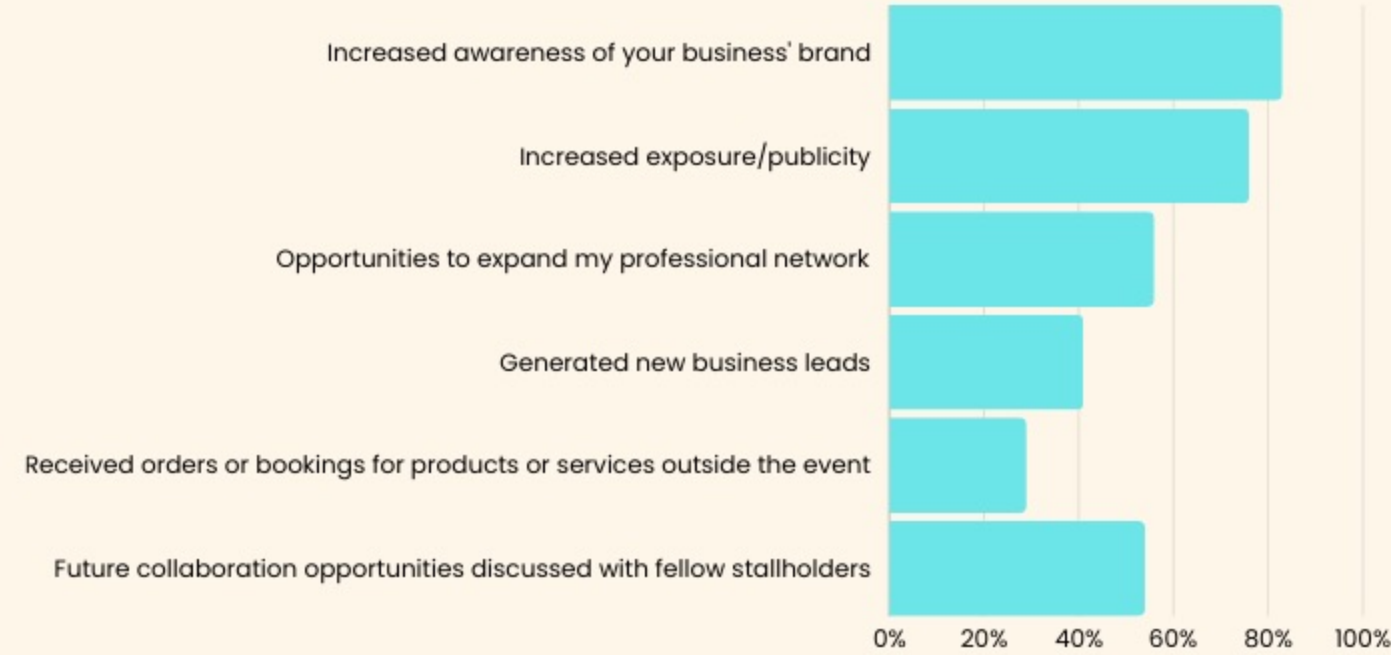
Stallholder Insights



## Number of CheeseFests Participated in



## Percentage of Stallholders who recorded flow-on benefits from CheeseFest 2023



# Stallholder Insights

**\$9,820.72**

Average Sales Per Cheesemaker

**\$9,116.98**

Average Sales per Stallholder

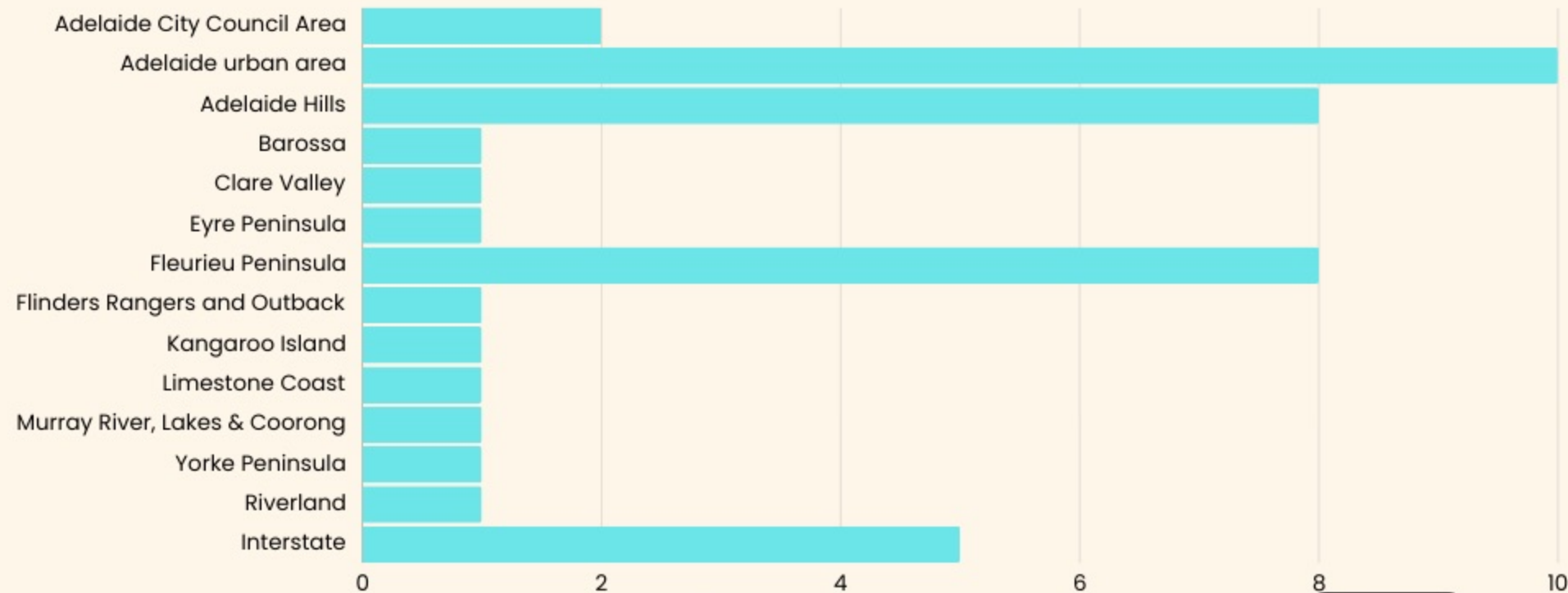
**10**

New products launched

**37%**

of our stallholders directly obtained new business contacts & sales leads through CheeseFest 2023

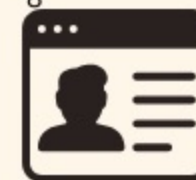
## Primary Business Locations



Attendee Report



Stallholder Report



Attendee Insights



Stallholder Insights

# INSIGHTS

THAT YOU REALLY WANT TO KNOW



**13.5**

tonnes of cheese purchased



**1120**

Kilograms of cheese melted



**3269**

Oysters shucked to order



**1094**

Bottles of Champagne popped



# Our reach

We've done it again, folks! For another year running, we teamed up with **Nova**, **5AA**, and **SmoothFM** to bring some cheesy grins to the Adelaide public.

And that's not all!

We also joined forces with **Adelady**, **InDaily**, and **RAA** to conjure up some gouda promo campaigns. These babies included top-secret discount codes that got a whopping 891 cheese lovers through our gates!

187  
TOTAL RADIO SPOTS

38  
TOTAL SOCIALS POSTS

669  
EVENT PAGE VIEWS

263  
EVENT PAGE ENTRIES



778  
DISCOUNT REDEMPTIONS

\$3890  
TOTAL DISCOUNTED

66  
DISCOUNT REDEMPTIONS

\$330  
TOTAL DISCOUNTED

47  
DISCOUNT REDEMPTIONS

\$235  
TOTAL DISCOUNTED

Four Instagram story screenshots for @CHEESEFEST2023+ showing the event poster and engagement metrics.

Metric	Post 1 (Mon 13/11/2023)	Post 2 (Sun 12/11/2023)	Post 3 (Sat 11/11/2023)	Post 4 (Fri 10/11/2023)
Impressions	424	482	388	261
Reach	424	476	377	259
Comments	0	0	0	0
Story Taps Back	17	21	17	10

Five Instagram story screenshots for @CHEESEFEST2023+ featuring promotional offers and event details.

- Post 1: "THE TASTY DEETS" with a "GET THE TASTY DEETS" button.
- Post 2: "THE TASTY DEETS" with a "USE IT HERE" button.
- Post 3: "PSST! PURCHASE 2 x TICKETS FOR 20% OFF WHEN ENTERING OUR PROMO CODE SMOOTHCHEESE".
- Post 4: "Win tickets for you & three friends to CHEESEFEST".
- Post 5: "Adelaide, It's Time To Crown The 'Brand SA To'".

Facebook post screenshots for Jodie & Haysey and Nova 919.

Metric	Jodie & Haysey	Nova 919
Video Views	26	201
Impressions	73	1,589
Reach	68	1,589
Engagements	12	13
Engagement Rate (per Impression)	16.4%	0.8%

Facebook post screenshot for jadieandjodie with a detailed text description of the event.

Three Instagram story screenshots from @smoothfm showing event activities.

- Post 1: "THE SMOOTH ANGELS ARE READY FOR YOU ALL TODAY AT @cheesefest2023! WE HAVE FREE PALATE CLEANSING SLUSHIES ALL DAY LONG".
- Post 2: "YOU GUYS ARE LOVING THE WATERMELON AND LEMON-LIME SLUSHIES!".
- Post 3: "NEED A NICE REFRESHER? COME AND SEE THE SMOOTHFM ANGELS FOR A NONALCOHOLIC SLUSHIE".

Instagram story screenshot for @smoothfmadelaidelife with promotional text.

Three Instagram story screenshots for nova919 showing the event poster and engagement metrics.

Metric	Post 1 (Thu 16/11/2023)	Post 2 (Wed 15/11/2023)	Post 3
Impressions	343	334	342
Reach	338	334	336
Comments	0	0	0
Story Taps Back	19	17	16

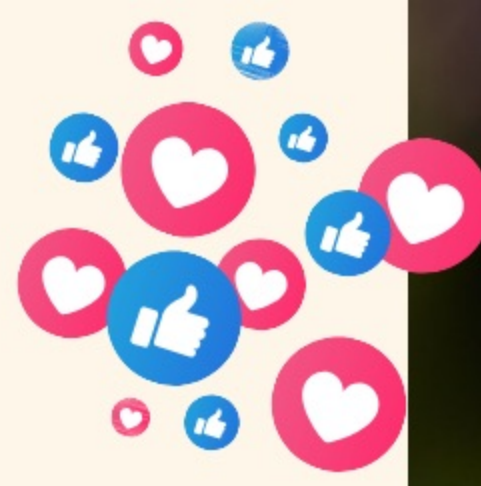
Facebook post screenshots for FIVEaa featuring event winners and promotional text.

Two photographs of the event booth at CheeseFest 2023, showing staff and attendees.

Instagram story screenshot for @smoothfmadelaidelife with a contest entry form.

# Social Media

## wrap up



The three month period from September through to November 2023 saw a very successful month in terms of digital marketing for CheeseFest 2023.

With a consistent strategy that built towards the peak of the festival we saw significant growth across all social media and email platforms.

A holistic approach of organic and paid social media, email marketing and campaigns with Adelady & In Daily saw fantastic exposure of the festival ensuring it was top of mind to all ahead of the most snackable weekend in South Australia.

With the goal of increasing brand awareness, driving engagement and boosting ticket sales, the holistic marketing approach has achieved this across all digital channel touch points.





# What they're saying Patrons



Amazing for all you cheese lovers. I will be making this a yearly event. The best cheeses on show and food to accompany it.



Love cheese so this was heaven and got a cute little wine glass with my ticket



Honestly, we love this event. Selection if fabulous so really not sure what could be done better!



I had a blast - great selection of products! I love my food and wine (and cheese!)



I just want more of it! The best way to improve is to make it bigger







# What they're saying Stallholders



The event was fantastic, everything was really well organised, the Rundle park was a beautiful location looking forward to be part of Cheesefest again next year.



**Rio Vista Olives**



Always love Cheesefest, you guys have done a great job to evolve the site and space.



**Never Never Distilling Co**



Fantastic podium for small producers!



**Long Paddock Cheese**



Continental Taralli Biscuits team ALWAYS look forward to the Cheesefest yearly! Always a well organised Event that we recommend all our friend, family & customers to attend. Thank you Kris and the awesome Team of Cheesefest for another successful year!



**Continental Taralli Biscuits**



One of my favourite events of the year. The atmosphere was fun, the site well laid out and we just thoroughly enjoyed the interaction with the organizers, fellow stallies and most importantly the customers. What a fun day.



**Taronga Almonds**



# What they're saying Stallholders



The best event of the calendar year, always a great event to attend and the organization of the event is always exceptional.



**Red Cacao  
Chocolatier**



Always a fantastic event that showcases small local producers where the customers get to enjoy the products in a relaxed, fun daytime setting.



**Ambra Spirits**



We loved it! Cheesefest is always such a great opportunity to interact with new and existing customers. Launching our new relishes over the weekend was a highlight.



**Spring Gully  
Foods**



Not only great for business and awareness of our brand/products but we had a great time doing it. The vibe of the event was electric.



**Koi Knives**



The site was so lovely - More little pockets for people to enjoy with a lot more shade and character. Great job team!



**Udder Delights**



# The Curds & Whey

for 2024



**Event Dates:** Saturday 19th & Sunday 20th October

**Bump In:** Friday 18th October

**Fee Details:** Stalls are charged on commission based on size and location of your stall. There are zero up front stall costs

**Your stall includes:** POS system (x2 for a double stall), cool room access, trestle table and fascia sign.

*To be considered for a stall at CF2024 please click 'REGISTER NOW'.*

*If you have questions about your involvement with CF2024, please email [hello@cheesefest.com.au](mailto:hello@cheesefest.com.au) or call Kris on 0403057702.*

**REGISTER NOW**



# Cheers!

*See you soon!*



**CHEESEFEST**

*Cheese Food & Wine*