

NRA SHOW, US 2008



Event Overview

The National Restaurant Association Show in Chicago, an enormous exhibition with more than 70,000 buyers from 115 countries, is one of the most important trade events in the food and wine industry.

Promotion Overview

AMAG branded the Australian pavilion at the 2008 NRA Show. The pavilion used the famous green and gold logo to identify exhibitors as Australian and attracted much attention from both media and key buyers. The pavilion highlighted some of Australia's best produce including wine, nuts, seafood, meat, beer, spices, oils, truffles and chocolates.



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.