

THE NEIGHBOURHOOD

# Foodie Nation

Welcome to The Neighbourhood, Life Instyle's home for a specially curated collection of like-minded brands.

With a unique theme each year, this space is dedicated to showcasing a mix of new and original Life Instyle brands focused around specific trends, themes and attributes, but as always with style.

So in 2022 our new theme for The Neighbourhood is **Foodie Nation** and we are looking for like-minded brands in the food & beverage space.

**life**  
**in** style.

19-22 February 2022  
ICC Sydney, Darling Harbour





THE NEIGHBOURHOOD

Foodie  
Nation

## The pursuit of pleasurable moments through food & drink.

With people continuing to spend more time at home both during and post pandemic, consumers are looking to embrace pleasurable moments at home by replicating restaurant quality meals, livening up their breakfasts and lunches and even mixing their own cocktails. And as the world starts to re-open and we look to re-engage with friends and families, entertaining at home or outdoors will become an important tool in the pursuit of celebration and connection.

As a response to this dining and entertainment trend, merchants across various retail categories are looking to enhance their store experiences and ranges by stocking food & beverage products and accessories.

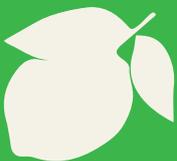
Whether it be indulgent treats and small luxuries, care packages or just a goal for healthier eating for themselves and

the planet, retailers should also look to capitalise on the trend of doing it “for the gram” by stocking food & beverage products that are as beautiful as they are tasty.

With this in mind, Life Instyle invites brands in the food & beverage and kitchen & dining categories to apply for this year’s Neighbourhood.

### What we’re looking for in 2022;

The Neighbourhood’s not just for anyone!! We’re looking for the best brands across in the following categories;



Food & Beverage



Kitchen & Dining



Entertaining/Lifestyle

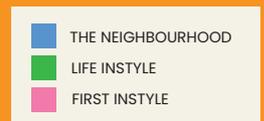
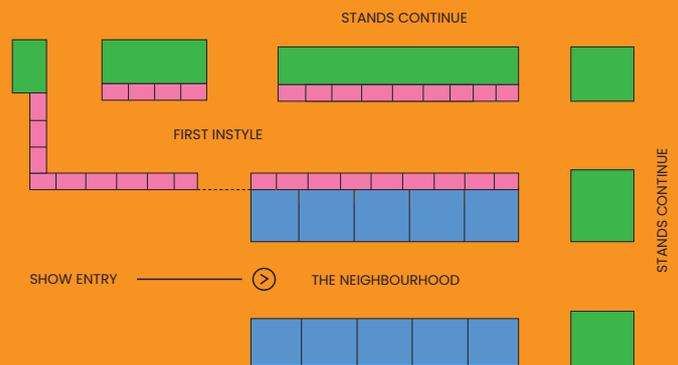
## Premium Location, Build & Marketing inclusions;

Unlike our standard build, this 3x3m invitation only position at the front of the show gets a little extra love with custom walling, signage and paint, ensuring every stand compliments the Neighbourhood theme.

Along with the addition of being featured in our Neighbourhood specific marketing campaign and promotion, you will also receive an individual Instagram post and upgraded exhibitor profile in our online directory.'

The Neighbourhood is the premium location and package to showcase your brand/ product to over 8,000 retailers across 4 days of trade.

**Package Price - \$6,149 + gst**



## Sound like you? Then let's chat.

With a limited number of spaces available, The Neighbourhood is sure to sell-out fast. To be considered and for more information contact us;

**Sinead Kavanagh**  
Sales Manager  
02 9422 8694  
sinead.kavanagh@rxglobal.com

**Danielle Bennett**  
Account Manager  
02 9422 2769  
danielle.bennett@rxglobal.com