



**CAKE
BAKE &
SWEETS
SHOW**

AUSTRALIA'S NO.1 LIVE BAKING, DESSERTS & SWEETS SHOW

FACE TO FACE WITH AUSTRALIAN HOME BAKERS

Melbourne
30 June – 02 July 2023
MCEC

Sydney
22 – 24 September 2023
Sydney Showground

THE FESTIVAL OF DELICIOUSNESS!

The Cake Bake & Sweets Show is the ultimate live baking event for Aussie home bakers and dessert fanatics.

Over 3 Jam packed days, this event provides the perfect “Bakers Day out” with an amazing lineup of celebrity chefs, demonstrations, Sweet & savoury marketplace, workshops and dessert masterclasses.

This is the perfect “sweet spot” to engage with the home bakers.



WHY ARE WE THE SWEETEST IN THE BUSINESS?

Over the years we have mastered the perfect recipe to win a baker's heart.

Our exclusive features are designed to create the maximum engagement and bring home bakers face to face with the brands.

The Dedicated Dessert Devotees In 2022
Audience Breakdown Of The Last Show

28K+

Visitors

85%

Female Audience

23 – 54 yrs

Age range



75%

Of attendees are home bakers, cake artists and hospitality industry professionals.

82%

Explore new products

90%

Wanted to stock up their annual baking supplies + equipments



87%

To learn fresh baking ideas and recipes

90%

To meet and learn from celebrity chefs

95%

Would recommend the show to friends and family

96%

Visitor satisfaction in workshops & masterclasses

Nowhere else you can connect and sell to a such a sizeable audience of "Home Bakers"



THE PEOPLE THAT CRAVE OUR EVENT

The Cake Bake & Sweets Show Audience is very unique. We are proud to say that we have a “cult following”. Our audience is made of home bakers, dessert fanatics, chocolate hounds, and foodies in general.

4 MAIN REASONS WHY WE ATTRACT “HOME BAKERS”



TASTE

Taste all what the show has to offer from sweets, chocolates, cakes, pastries... need we say more?



SHOPPING

With baking appliances, products, and supplies on discount. This is the perfect place to stock up.



LEARNING

Find inspiration and new knowledge from the celebrity chef demonstrations, workshops and masterclasses.



FUN!

It's a sweet paradise for the ones that are seeking fun. With 6 demo stages, live performances, selfie booths etc it's hard not to be entertained to your core.

AUSTRALIA'S LEGENDARY LIVE BAKING EVENT

LIVE EVENTS are fun & exciting!

LIVE experiences create an opportunity for an audience to brand bond.

This face-to-face interactive atmosphere is a multi-sensory recipe for success!



The Biggest Live Performance Stage
4,500+ Daily Attendances x 6 days!

5 DEMO STAGES IN 2022

Brand Activation At Its Best!



**Bake Boss
Demo Stage**



**Colour Mill Cake
Decorating Stage**



**ACDN All Star
Stage**



**Loyal
Demo Stage**



**Sugar Lab
Stage**



BRAND ACTIVATION FOR THE EXHIBITORS

Would you like to share the sweet serenade of your brand with the public?

Entice home bakers with your brilliant and innovative baking tools?

Or allow a hungry audience to devour and become hooked on your sweet creations?

Cake Bake & Sweets Show is the sweetest spot for it!

The exhibitor's hall is a dynamic marketplace where you can reach your goals. Thousands of visitors stream in with insatiable appetites to uncover new products and brands – creating the perfect opportunity to immerse your brand in the activity surrounding these events.

EXHIBITOR PROFILES IN 2022 - THE PERFECT MIX

We believe in versatility, ensuring our audience has all their sweet needs covered.

The 2022 show had an incredible exhibitor line-up.

BAKED GOODS & EDIBLE TREATS



MY BLUE TEA



BAKEWARE/ EQUIPMENT/APPLIANCES



COLOUR MILL



NEW TECHNOLOGIES EDUCATION TRAINING



HOW DO WE BAKE BRAND AWARENESS?



GO LIVE!

Connect face-to-face
with home bakers.



SAMPLING

Who doesn't love to sample a tasty morsel?
And they love a brand who does that!



EVENT EXCLUSIVE DISCOUNTS

Our home bakers love
securing a sweet discount.



PRODUCT DEMOS WITH CELEBRITIES

Talk to us about getting your products featured
with Celebrity Chefs during the event.



LIVE DEMONSTRATIONS

Show them the passion behind your brand
by demonstrating your products in action!

"The Cake Bake & Sweets Show – is a visual baking banquet. Massive live performance stage, 5 demo stages, six big screens and ample venue signage present enormous opportunities to feed your brand into our audiences' hearts, minds and homes!"

SPONSORS & PARTNERS

Official Baking
Ingredient Sponsor

Copha

Bakesale Art of Cake &
Kids Bakemania Sponsor

bakesale.

Official Fresh
Cream Sponsor



Official Rice Sponsor



Official WFCJ Judging
Partner



Official Chef Knife
Sponsor



Official Culinary
Ingredients Sponsor



Official Spice Mill
Sponsor



Official Beverage
Sponsor

EDENVALE
Alcohol Removed Wines

VIP Lounge Supporting
Sponsor



Strategic Partner



Media Partner

Women's Weekly

Stage Sponsors

COLOUR MILL



LOYAL

CELEBRITY APPEARANCES IN 2022



ADRIANO ZUMBO



KIRSTEN TIBBALLS



ANNA POLYVIOU



MIGUEL MAESTRE



SHASHI CHELIAH



EMELIA JACKSON



MONICA CAVALLARO



ALASTAIR MCLEOD



KHANH ONG



DAN PASQUALI



VERUSCA WALKER



ALISHA HENDERSON



JULIA DAY



ALLISON TURNER



ALICE WRIGHT



CASSIE WATENE



SUPER THEATRE LIVE PERFORMANCE STAGE

7 Celebrity Chefs
28 sessions x
watched by
25K attendees



SUGAR LAB STAGE THE COLOURFUL. THE CRAZY. THE CREATIVE GENIUSES

20 Cake Artists
30 Sessions x
Watched by
18K attendees

CAKE DECORATING STAGE LEARN FROM THE BEST IN BUSINESS

12 Celebrity Bakers
30 Sessions x
Watched by
18K attendees



ART OF CAKE COMPETITION AUSTRALIA'S LEADING CAKE DECORATING COMPETITION

Giant cake maze
with 200 cakes
Attended by
25K visitors
\$8,000 cash awards



WINNER OF ART OF CAKE
COMPETITION 2022

SPONSORED BY

bakesal

1st PR

PAYABLE TO:

Tracey Wilson

\$2500.00

TWO THOUSAND FIVE HUNDRED and 00/100



**KIDS
BAKEMANIA!**
Cupcake decorating
competition for the
little bakers.
#NewFeature

HANDS-ON WORKSHOPS

Workshops to teach
baking, cake
decorating tips tricks
and techniques.

**35 WORKSHOPS x
525 attendees**



VIP LOUNGE A LUXURIOUS DAY OUT

200 VIPS per day x 6 days

WORKSHOPS

In 2022,

35

Workshops

525

Attendees

\$200 - \$420

High Spending Attendees

Our hands-on workshops are to teach new skills, tips and tricks to the home cooks who are serious about pursuing a new skill.

We invite the best teachers in the Cake decorating space to come teach these home bakers.

Come as an amateur and leave as a skilled baker. That's our motto.



Our workshop teachers in 2022,



**VERUSCA
WALKER**



**MONICA
CAVALLARO**



**EMELIA
JACKSON**



**DAN
PASQUALI**



**PEARL
TOH**



**CHEF
DARIO**

ART OF CAKE

Australia's Most Popular Cake Competition

Art Of Cake organized by Cake Bake & Sweets Show is where the best cake decorators of Australia put their skills on display.

In 2022,

200+
Cakes on Display

4.5K+
Daily Attendees

6
Overall Champions



In 2022,

5

Championship
Categories

30

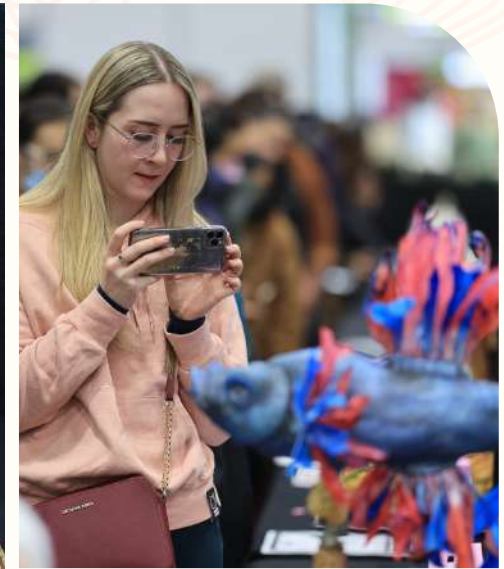
Cake Decorating
Champions

2

People's Choice
Award Winners

6

Grand
Champions



CAKE BAKE & SWEETS SHOW MEDIA REACH

DELIVERING AN UNPARALLELED REACH OF 25 MILLION MEDIA IMPRESSIONS

SOCIAL MEDIA

Facebook

@cakebakesweets
82,175 Page Likes
84,256 Followers



Monthly Reach – 689.2K
Monthly Engagement – 126.7K

Instagram

@cakebakesweets
45,027 followers
Last 90 Days



Accounts Reach – 368K
Accounts Engaged – 4,211

TELEVISION - REACH 6,500,000

The main talent of the show promoted the Cake Bake & Sweets Show during their appearances on the Television programs.



PRESS

Over 2.5 million reach with Australia's most popular printed press .

The Daily Telegraph

567,000
Circulations

THE AGE

2,561,400
Unique Monthly
Browsers

Herald Sun

610,000
Circulations

ONLINE READS - 6,000,000+

honey

honey | kitchen

REPEAT TRAVELLER

The Sydney Morning Herald

Crikey.

MAGAZINES - REACH 4,055,233

The Australian Women's Weekly

Better Homes and Gardens

that's life!

Including Australian Women's Weekly, Australian Women's Weekly Food, Better Homes & Garden, Take 5, That's Life, Time Out

MEDIA PARTNERSHIPS/ADVERTISING

Including Concrete Playground, Australian Cake Decorating Network, The Epoch Times

REGIONAL & COMMUNITY

Press, Online Blogs, Community Radio, Magazines

brisbane times

1,416,510

Unique Monthly Browsers

WAtoday

781,320

Unique Monthly Browsers

The Sydney Morning Herald

89,172

Unique Monthly Browsers

macquarie portnews

4,522,500

Unique Monthly Browsers

SBS Portuguese SBS Russian SBS Filipino

Advertiser

Leader

The Gazette

PR OVERVIEW

Working With 

64 pieces of coverage with a combined reach of 18,953,994 across online, print, social media, radio and TV.

Influencer Marketing - **170 pieces of coverage across media, influencers, and talent, with a total reach of 25,486,138.**

PAID ADVERTISING OVER 1 MILLION SPENT IN 1 YEAR!

To promote **Cake Bake & Sweets Show** and the 2 co-hosted events (World Food Championships Australia and Love Cooking Show Live) One Million Australian Dollars were spent across exhibitor promotion, sponsor marketing and ticket sales campaigns from 2021 to 2022 July.

JOIN THE FESTIVAL OF DELICIOUSNESS



Melbourne
30 June – 02 July 2023
MCEC

Sydney
22 – 24 September 2023
Sydney Showground

Organised by:



Global Links Exhibitions
& Conferences Organisers Pty Ltd
Level 5, Suite 523, 1 Queens Road, Melbourne Vic 3004

Contact:

All enquiries: sales@glexhibitions.com

Phone: +61 487 004 410

Co-hosted Events:



www.cakebakeandsweets.com

