

Media Release

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The best local produce at your fingertips

As the Cuisine Capital of New Zealand, the Wellington Region has a plethora of world class produce. Now thanks to Grow Wellington's new and improved Wellington Food & Beverage Database, it's more accessible than ever before.

The Wellington Food & Beverage Database was the only one of its kind in New Zealand when it launched last year as an effective tool to assist buyers to find high quality product from around the region. A recent overhaul has increased exposure for export capable businesses, improved usability and created an even more comprehensive presentation of the region's suppliers.

"The Wellington Food & Beverage Database is a handy tool to access especially if a restaurateur is interested in buying locally. It's broad, comprehensive and easy to use," says Steve Logan of Logan Brown restaurant.

Grow Wellington's Food and Beverage Manager; Kate Jamieson thinks the new functionality of the Database is its biggest advantage. "By clearly identifying the export capable companies, including specific details on their products, and making it searchable the Database becomes an invaluable and easy to use tool for buyers – domestically and offshore," says Mrs Jamieson.

"At Moore Wilson's we're constantly reviewing the information on the Database to make sure we're up to date with our ranging," says Julie Moore of Moore Wilson's. "Many of our wholesale customers are also checking it before they arrive at our store to buy. There's no question the Database is being frequently accessed and it's providing everyone with very useful and practical information."

One of the major benefits of the new Database is that it can be easily added to; ensuring each company's details are up to date and that new producers, manufacturers and suppliers are captured as the industry continues to grow in the Wellington Region.

"As a Wellington business that's been around for nearly 100 years, we've always done our best to support our local manufacturers and producers," says Ms Moore. "That's one reason why we value the Wellington Food & Beverage Database so highly; it has made it very clear to everyone just how extensive our local resources are."

To view the great produce on offer in the Wellington Region or to register your company on the Wellington Food & Beverage Database click [here](#).

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