

Pouring Success: Exploring Asia's Vibrant Wine Market 開闢亞洲葡萄酒市場新天地

As the region's economies thrive and consumer tastes evolve, there has been a noticeable surge in demand for high-quality wines from around the globe. Asia's diverse culinary landscape, characterised by rich and varied cuisines, also provides ample opportunities for wine pairing and integration into local dining cultures. Ready to make your mark in the Asia market? Exhibit with RBHK to present your brand to high-profile regional importers, distributors, retailers, restaurateurs, sommeliers and more!

隨著亞洲地區經濟迅速發展，消費者偏好轉變，亞洲市場對世界各地優質葡萄酒的需求顯著上升。而亞洲美食的多樣性和包容性，亦為餐酒搭配創造了需求，加速美酒與當地餐飲文化的融合。想探索潛力龐大的亞洲葡萄酒市場？立即參展，向區內進口商、分銷商、零售商、餐廳老闆、侍酒師等專業買家展示您的品牌！

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What are the opportunities ahead? 抓緊亞洲市場機遇！

Emerging New World wines 新世界葡萄酒崛起

New World wines from the US, Latin America, Australia and South Africa are now challenging the dominance of Old World classics in the Asian market, offering a fresh and approachable alternative for wine novices.



來自美國、拉丁美洲、澳洲和南非的新世界葡萄酒正打破舊世界葡萄酒佔據亞洲市場的局面，為葡萄酒新手提供了更新鮮且易入口的選擇。

New wine-producing countries are drawing interests 聚焦新葡萄酒生產國

Beyond the traditional heavyweights, wines from countries such as Moldova, Georgia, Hungary, Japan and specific regions in Mainland China such as Yunnan, Shandong, and Ningxia are gaining ground.



除了傳統葡萄酒品牌，來自摩爾多瓦、格魯吉亞、匈牙利、日本等新興葡萄酒生產國以及中國內地如雲南、山東、寧夏等地的葡萄酒也愈來愈受歡迎。

Food and wine pairing trend 餐酒搭配趨勢日盛

The rising trend of wine and food pairing is fuelling the demand for wines across high-end/themed restaurants, bistros and hotels, highlighting the importance of diverse wine selections to complement their curated menus.



餐酒搭配是時下盛行的飲食趨勢，高級/主題餐廳、酒館和酒店需提供更多樣化的酒類選擇，才能呈上完美搭配，對葡萄酒的需求隨之上升。

Wine Events at a Glance 美酒活動先睹為快

Pairing Sensations
賞酒嘗味饌選



A stage designed for chefs and sommeliers to present their philosophy and stories behind the magic of food and beverage pairing.
廚師和侍酒師分享美酒與佳餚配搭的美妙之處，爭奪最佳餐酒搭配殊榮。

Tasting Theatre
醇饌品味廳



Wine experts will take you on a wondrous journey of wine tasting and food and wine pairing, guiding you how to savour the best way.
醇酒專家帶您展開奇妙的品酒及餐酒搭配之旅，細味全球各地的珍貴純釀。

Hong Kong Best Bars Awards
最佳酒吧大獎



Aim to underscore the contributions of specialty bars and expand horizons of mixology, ambiance, and hospitality.
表揚特色酒吧對香港餐飲業的貢獻，並提升酒吧的調酒、環境及服務標準。

Showcase your exceptional wines & spirits at RBHK! 於香港餐飲展展示優質葡萄酒及烈酒！

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Eligible Hong Kong exhibitors may apply for the "SME Export Marketing Fund" to save up to 50% exhibiting costs!

合資格的參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

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