

Wine & Spirits Trends to Sip in 2024 揭秘2024葡萄酒烈酒新趨勢

Grasp your business opportunities at the beating heart of Asia's wine capital – Hong Kong! The city continues to demonstrate a robust performance in both local consumption and exports, with bar and restaurant receipts rocketed 123.4% and 24.3% respectively in Q2 2023, and a 45% surge of wine exports in total last year. Join us at RBHK 2024 to tap into the vibrant Asia market and uncork the latest drinking trends!

作為亞洲葡萄酒貿易樞紐，香港在本地消費和出口方面繼續表現強勁，去年酒吧和餐廳的收入在第二季度分別增123.4%和24.3%，而葡萄酒全年出口更激增45%。立即參與香港餐飲展2024，踏入潛力龐大的亞洲市場，了解最新飲酒趨勢！

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2024 Top 3 Wine Trends 2024年3大美酒趨勢

Going Local 本土風味



We have seen a surge in number of Asian distilleries lately, producing a wide range of locally sourced and produced spirits including gin, vodka, and whisky. Local Cantonese and Chinese flavours such as Yuk Bing Siu and Baijiu are also gaining popularity.

近年來亞洲釀酒廠數量劇增，大量本地採購和生產的烈酒，如琴酒、伏特加和威士忌流入市場。體現本土風味的粵式和中式烈酒如玉冰燒和白酒等也越來越受歡迎。

Organic Wine & Mead 有機葡萄酒及蜂蜜酒



As natural wine trend has been around for some time, customers' main focus will shift from fermentation process to sustainable vineyard and winery practices. It is projected that the demand for organic wines will grow 8.7% per year until 2027. Moreover, naturally organic mead (honey wine) is also gaining popularity among consumers.

隨著天然葡萄酒的趨勢持續發展，消費者的關注重點正在轉向可持續的葡萄園和釀酒廠實踐。有機葡萄酒的需求預計將以每年8.7%的速度增長，直至2027年。此外，天然有機的蜂蜜酒（蜜酒）也越來越受到消費者的喜愛。

Meal in a drink 添加飲食味道



Mixologists are now incorporating meal profiles into their alcoholic creations to personalise dining experience. Examples include cocktails with dessert flavours like mango sticky rice or drinks that feature unconventional ingredients like mushrooms.

不少調酒師正研究將飲食融入酒類創作中，提供獨一無二的用餐體驗，包括帶有芒果糯米飯等甜點口味的雞尾酒，或含有蘑菇等非傳統材料的酒精飲料。

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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