

For Immediate Release

## Restaurant, Bar & Café Hong Kong 2024 Returns to Explore Key F&B Frontiers

[27 August 2024, Hong Kong] Restaurant, Bar & Cafe Hong Kong (RBHK) 2024 is set to make a triumphant return to the Hong Kong Convention and Exhibition Centre (HKCEC) from 3 to 5 September 2024, offering an unparalleled opportunity to connect, discover, and evolve in the dynamic world of food and beverage. Witnessing a vibrant tourism revival, Hong Kong is attracting new consumers from neighbouring Asian countries, all seeking more diverse and personalised F&B experiences. To help businesses capitalise on expanded market opportunities, RBHK will gather more than 400 of local and international brands, showcasing F&B solutions across 10 sectors to an expected attendance of over 8,000 F&B professionals this year.

### Specialised Sectors to Meet Evolving Needs

This year, RBHK will delve deeply into specialised sectors, offering a comprehensive exploration to address the increasing needs of the industry by expanding to Hall 5E. In response to the blooming café culture, the **Café Sector** is introduced to offer sought-after products and solutions for cafés, coffee shops, bakeries and restaurants. To align with the government's green agenda, **Natural & Organic Sector** will also come under the spotlight, showcasing a wealth of organic food & beverage, supplements, natural beauty and living products to underscore the sustainability trend.

“As organisers, we are dedicated to evolving with the market and consistently value the insights of our industry members. We make thoughtful adjustments each year to reflect current market demands — which is why we have incorporated NOA and the new café sector into RBHK.” said **Ms Janice Lee, Event Director of Informa Markets – Organiser of Restaurant, Bar & Cafe Hong Kong.**

### Strong Lineup Showcasing the Best in the Industry

The exhibition will feature an impressive lineup of industry-leading companies: **DKSH Hong Kong Limited**, a company with nearly 160 years of experience, offers a comprehensive suite of market expansion services covering sourcing to after-sales support, driving the growth of businesses across Asia and beyond. **Tsit Wing Coffee Company Limited** is elevating the classic Hong Kong-style milk tea experience with its exclusive, Swiss-engineered TEA-REX machine, ensuring a consistently delightful and standardised beverage. Additionally, **AI Robotics Solutions Limited** is revolutionising business operations in Hong Kong and Macau by introducing cutting-edge service robots that streamline workflows and usher in a new era of technological sophistication. In the realm of payment solutions, **BBMSL Limited** has already gained the trust of over 18,000 local and global partners through its innovative offerings, from seamless online and offline transaction capabilities to the game-changing BOXS POS system that empowers restaurants and retailers to reach new levels of efficiency and success. The presence of these industry leaders, alongside a diverse range of other exhibitors, will guarantee a comprehensive and professional solution showcase for all visitors to the exhibition.

### Onsite Events Fuelling Industry Passion

Apart from being a premier sourcing platform, the expo will feature a range of inspiring and fun-filled activities. From interactive workshops and live demonstrations to award ceremonies, RBHK will foster meaningful learning and collaboration, ensuring a rewarding experience for all.

RBHK is thrilled to announce the launch of its brand-new event space, **The Hub**, which will serve as the epicentre for innovative food & beverage insights. As part of the launch, RBHK is honoured to welcome world champions Liang Fan (the winner of the World Latte Art Championship 2023) and Boram Um (the winner of the World Barista Championship 2023) to demonstrate their unparalleled techniques at exclusive Coffee Masterclasses. Additionally, RBHK is delighted to introduce Lorenzo Antinori from Bar Leone, crowned Best Bar at Asia's 50 Best Bars 2024, who will present his signature cocktails and share his inspiring story. Last but not least, Hong Kong's own Leo Ko, the first local bartender to win the World Cocktail Championship in 2023, will join to present a bespoke cocktail crafted exclusively for The Hub.

The Asia Art of Cuisine Society presents the **Best of the Best MASTERCHEF Recommendation (BOBM)** program, which provides an elite catering certification to top restaurants in Hong Kong. Participating restaurants undergo a comprehensive assessment across all aspects of the dining experience. The goal of the BOBM programme is to identify and recognise establishments that demonstrate excellence in every category of their operations.

This prestigious event offers a unique opportunity to connect with winning restaurants and an authoritative judging panel that includes renowned executive chefs from 5-star hotels, celebrated food writers, and representatives from prominent catering associations in Hong Kong and Macau.

In addition, the **Hong Kong Latte Art Championship** and the **Hong Kong Coffee in Good Spirits Championship**, are set to be a spectacular highlight during the expo. Regional baristas will unleash their creativity, crafting intricate latte art and perfecting the blend of coffee and alcohol for the opportunity to represent Hong Kong baristas on the world stage. This dynamic showcase promises to stir excitement and set a new standard in the art of coffee.

Recognising the rising importance of bars for social connection and after-work leisure, RBHK 2024 proudly unveils the new **Best Bar Awards**. Assessed by a panel of spirits experts, bartenders, sommeliers and enthusiasts, the awards aim to redefine the boundaries and mixology and honour venues that craft immersive experiences.

The beloved **Pairing Sensations** returns this year with an exciting new theme: **sustainability**. Going beyond mere flavour combinations, this year's event embarks on a journey to explore the future of pairing through the lens of environmental, social, economic and cultural sustainability. Chefs and bartenders will craft innovative and eco-conscious pairings that reflect current dining trends, offering fresh inspiration for sustainable dining. This renewed focus aims to redefine culinary and beverage

pairings, ensuring that they not only delight the palate but also contribute positively to the world.

### **Advancing Together to Greater Heights**

Restaurant, Bar & Café Hong Kong 2024 is meticulously designed to address the evolving needs of industry professionals, continually advancing alongside the technology, workplace trends and consumer preferences. With an expanded range of offerings and a deeper exploration of key sectors, RBHK promises to offer a comprehensive, personalised and immersive experience, unparalleled in its ability to empower F&B transformation.

The show is open to trade professionals and media only and visitors must be aged 18 or above. For more information, please visit <https://www.rbhk-ga.com/>.

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### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

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即時發佈

## 香港餐飲展 2024 聚焦熱點餐飲領域

[2024 年 8 月 27 日，香港] 香港餐飲展 ( 以下簡稱 RBHK ) 將於 2024 年 9 月 3 日至 5 日假香港會議展覽中心隆重回歸，打造集商貿對接、產業創新、交流學習為一體的餐飲採購平台。隨着香港旅遊業復甦，來自鄰近亞洲國家的旅客人數大增，帶動了多元和個人化餐飲體驗需求。展覽積極配合市場發展，匯聚超過 400 個本地和國際品牌，展示橫跨十個領域的餐飲解決方案，預計今屆展會將吸引超過 8,000 名餐飲業界的專業買家觀展。

### 把握行業風向 回應市場需求

今屆香港餐飲展針對買家需求將各項熱點餐飲領域進行更細緻的分類，並將展覽擴充至展覽廳 5E。隨著咖啡廳風潮的興起，展覽將推出**咖啡廳專區**，為咖啡廳、咖啡店、麵包店和餐廳提供高需求的產品和科技。為了配合政府的環保政策，展會亦特設**天然及有機專區**，展示豐富的有機食品和飲料、營養補充品、自然美容和生活產品，積極倡導可持續發展。

**香港餐飲展主辦機構 — 亞洲英富曼會展有限公司活動總監 Janice Lee 李佩儀女士**表示：「作為主辦機構，我們一直努力跟上市場腳步，積極聆聽業界聲音。每屆展覽都會根據與會者的反饋作出改進，確保展品反映當前的市場需求。這就是本屆展覽引入亞洲天然及有機博覽會和新咖啡廳專區的原因。」

### 業界翹楚雲集 呈現最佳展品

本屆展會將雲集業界領先企業。**大昌華嘉香港有限公司**擁有近 160 年的經驗，提供涵蓋採購到售後支持的全面業務拓展方案，助顧客推動亞洲及其他地區企業的發展。**捷榮咖啡有限公司**以其獨有的、瑞士製造的茶龍茶機，提升了經典港式奶茶體驗，確保飲品味道和質素達到一致和標準化。此外，**灝鋒智能機械人有限公司**正在推動港澳地區商業營運的革新，引入尖端的服務型機器人，簡化工作流程並引領技術進步的新時代。在支付技術方面，**樋樋支付科技有限公司**透過其創新方案贏得了逾 18,000 家本地和全球合作夥伴的信任，從無縫的線上線下交易，到革新性的 BOXS POS 系統，幫助餐飲零售企業更上一層樓。這些行業領導者和其他參展商的參與，將為所有來臨參觀的專業買家提供一系列全面而專業的解決方案。

## 連串精彩活動 點燃餐飲新意

除了提供首屈一指的採購平台，香港餐飲展更將舉辦一系列精彩的現場活動，從互動工作坊、名人示範到頒獎典禮等應有盡有，務求連結各界專才，促進深度學習和交流，讓所有參觀人士都能滿載而歸。

為引領餐飲業的最新洞見和展示最精彩的活動體驗，今屆香港餐飲展正式引入全新活動空間 – **The Hub**。展會十分榮幸請來兩位世界冠軍級人物 – 2023 年世界拉花冠軍梁凡及 2023 年世界咖啡師冠軍 Boram Um，他們將在 The Hub 舉辦的專屬咖啡大師班上展示其卓越的技藝。此外，展會也很高興邀請到來自 Bar Leone 的 Lorenzo Antinori，他的酒吧在剛剛舉行的「2024 亞洲 50 最佳酒吧」(Asia's 50 Best Bars 2024)評選中榮獲最佳酒吧殊榮。屆時 Lorenzo 將呈現自己的招牌雞尾酒並分享他的動人故事。最後，香港首位贏得世界雞尾酒大賽冠軍的高爾澳 Leo Ko 也加入陣容，為 The Hub 獨家調製一款特製雞尾酒供大家品嚐。

**名廚之最推介餐廳 (The Best of the Best MASTERCHEF Recommendation Restaurant – BOBM)** 由亞洲烹飪藝術協會主辦，旨在評核本地餐廳各個範疇的表現，並向達標餐廳提供品質認證。評審團成員包括五星級酒店行政主廚、著名美食作家、香港和澳門餐飲協會代表等。企業可與獲獎餐廳和專業評審交流切磋，重新審視和調整業務。

而香港餐飲展的另外兩個重頭戲 – **香港咖啡拉花大賽**及**香港咖啡調酒大賽**，將激發咖啡師將施出渾身解數，呈獻最佳咖啡拉花及咖啡烈酒組合，爭取代表香港出戰世界賽的名額，為咖啡工藝訂立更高標準。

隨着酒吧的社交和娛樂功能增強，業界地位不斷提升，展覽將推出全新**最佳酒吧大獎**活動由醇酒專家、調酒師、侍酒師和美酒發燒友組成的評審團將為各參與酒吧進行評估，並選出最能夠營造最佳體驗以及發揮無窮創意的傑出酒吧。

備受觸目的**賞酒嘗味饌選**今年以**可持續發展**為主題，除了尋找最佳餐酒搭配，更會聚焦食物和葡萄酒組合的環境、社會、經濟及文化可持續性。廚師及調酒師將精心打造創新和可持續的餐飲搭配，不僅回應當前飲食趨勢，更為未來的可持續餐飲提供新鮮靈感。活動首次以可持續發展為題，旨在打破單以味道評價飲食的傳統觀念，反映餐飲也可為環境帶來正面影響。

## 攜手並進 邁向更高目標

香港餐飲展 2024 旨在滿足日新月異的餐飲市場需求，並因應科技發展、企業趨勢和消費者偏

好來完善平台定位。透過擴大展品範圍和聚焦熱點領域，RBHK 將提供更全面、個人化和沈浸式的觀展體驗，期望能助企業拓展視野，真正推動餐飲變革。

展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。欲了解更多展覽資訊，請瀏覽 <https://www.rbhk-ga.com/zh>。

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## 關於亞洲英富曼會展有限公司

亞洲英富曼會展有限公司 (Informa Markets) 旨在為各行各業和專業市場，提供交易、創新和發展平台。業務包括 550 多個國際 B2B 活動和品牌，涵蓋多個領域，包括醫療、保健與製藥，基礎設施，建築及房地產，時尚服飾，酒店、食品與飲料，以及健康與營養等。通過舉辦面對面會展，提供專業數據和可執行數據解決方案，為全球客戶和合作夥伴提供參與、體驗和達成交易的機會。作為全球領先的會展主辦方，我們為各種各樣的貿易行業注入發展動力，釋放機遇，為其蓬勃發展助一臂之力。欲了解更多信息，請瀏覽 [www.informamarkets.com](http://www.informamarkets.com)。

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