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Hong Kong Convention
and Exhibition Centre
香港會議展覽中心

「朝啡夕酒」經營模式正為飲品供應商帶來實質轉型增長

The "Coffee-to-Cocktail" Model is Driving Tangible Growth for Beverage Suppliers

「朝啡夕酒」經營模式日漸盛行，主因在於最大化利用空間並覆蓋全天候客群。這種靈活轉型能有效分攤高昂租金並提高店鋪空間使用效益。餐飲業者正加速脫離單一概念，透過「晝夜轉換」的混合模式來優化物業價值，並在 24 小時週期內精準捕捉不同的消費細分市場。**這種模式不僅精準對接了現代消費者的生活節奏，更為飲料供應商創造了跨時段、跨品類的供應契機。**

The "Coffee-to-Cocktail" model is soaring in popularity, driven by the need for maximum space utility and all-day footfall. This agile transition helps offset high rents and boosts space utilisation efficiency. F&B operators are increasingly moving away from single-concept models, adopting "day-to-night" hybrid transitions to optimise real estate value and capture diverse consumer segments across a 24-hour cycle. **This dual-concept model not only aligns with modern lifestyles but also creates vast cross-category supply opportunities for beverage providers throughout the day.**

資料來源 Source: [Hospitality Net](#)

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「朝啡」精準捕捉了上班族在工作日的提神剛需，同時成為節假日社交與慢活享受的核心場景。

"Morning Coffee" caters to the essential caffeine fix for office workers and serves as a hub for weekend socialising.

相關受益展商包括：

Beneficiary Exhibitors Include:



- **咖啡豆及茶葉供應商：** 高品質咖啡豆與精品茶葉。
Coffee Bean & Tea Suppliers: Specialising in high-quality origins.
- **專業咖啡機與沖煮設備商：** 自動化與手沖設備。
Professional Equipment Providers: From espresso machines to manual brewing tools.
- **植物奶與糖漿配料商：** 滿足個性化調飲需求。
Plant-based Milk & Syrup Brands: Catering to the demand for customisable beverages.

「夕酒」則滿足了社交渴望，其中「**低酒精 (Low-ABV)**」飲品異軍突起。亞太地區逾 30% 消費者已轉飲低/無酒精產品，主因是追求健康與輕盈感，同時看重社交連結。對業者而言，低酒精飲品能**有效控制成本並優化服務節奏，實現營運效益最大化。**

"Evening Alcohol" satisfies the social itch, with **"Low-ABV" drinks** leading the charge.

Over 30% of APAC consumers now opt for low/no-alcohol options, prioritising wellness and meaningful social connection. For operators, Low-ABV drinks **lower ingredient costs and streamline service, maximising operational efficiency.**

資料來源 Source: [NielsenIQ](#)

相關受益展商包括：

Beneficiary Exhibitors Include:

- **精釀啤酒及輕型烈酒商：** 提供低熱量、易飲選擇。
Craft Beer & Light Spirit Brands: Offering low-calorie, sessionable options.
- **預調雞尾酒 (RTD) 與無酒精蒸餾液商。**
RTD Cocktails & Non-alcoholic Distillate Producers.
- **酒吧器具與精品酒杯製造商。**
Barware & Glassware Manufacturers.



RBHK 2026 特設專門展區，涵蓋咖啡與茶、葡萄酒、烈酒及啤酒等細分領域。**精準的展位劃分助您高效對接目標買家，在種類繁多的產品中突出重圍，轉化商機。**

RBHK 2026 features dedicated zones for Coffee & Tea, Wine, Spirits, and Beer. **Our meticulous curation ensures you connect efficiently with target buyers, gain premium exposure, and convert leads into lasting partnerships.**



不僅如此，現場更匯聚一系列分享會、專業競賽及頒獎典禮等營商活動，**吸引業內決策者齊聚一堂，助您在把握曝光機會的同時，深度開拓行業人脈。**

Beyond the exhibition, a dynamic line-up of seminars, prestigious competitions, and awards ceremonies will **bring together key industry decision-makers, providing an unparalleled platform to expand your professional network and maximise market exposure.**

立即預訂展位，引領飲品新浪潮！

Book Your Stand Now & Lead the Beverage Revolution!

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Organiser:

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📍 17/F, China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong

☎ +852 3709 4981

✉ exhibit@rbhk-ga.com

