



從趨勢到落地：發掘酒飲新風尚，搶佔節日採購旺季

From Trends to Listings: Unlock New Opportunities & Capture Peak Festive Sourcing

市場趨勢迅速變化，酒飲貿易已不再是單純的渠道供貨，而是一場關於銷路、場景與時機的精準佈局。作為品牌方或進口商，您是否正積極思索如何打破增長瓶頸，將市場熱度真正轉化為高利潤的實質訂單？

As market trends evolve, the beverage trade is no longer just about supplying channels—it is a strategic game of placement, consumption scenes, and timing. As a brand owner or importer, are you looking to break through growth bottlenecks and turn market buzz into high-margin commercial orders?



作為香港頂尖的餐飲商貿盛事，**香港餐飲展（RBHK）將於 2026 年 9 月 1 日至 3 日在香港會議展覽中心盛大回歸**，讓品牌更快抵達即飲市場的核心，透過商貿橋樑，我們不只呈現趨勢，更協助您鎖定買家最活躍的黃金時段，**將品牌曝光升級為市場份額與成交成果**。

As Hong Kong's premier F&B business event, **Restaurant, Bar & Café Hong Kong (RBHK) returns to HKCEC from 1–3 September 2026**, serving as your direct bridge to the on-trade sector. We do not just showcase trends; we help you **convert brand equity into tangible market share** when buyers' readiness is at its absolute peak.

RBHK買家網絡：業界巨頭在此開啟採購模式

RBHK Buyer Network: Where Industry Giants Activate Their Procurement

- Aqua Restaurant Group
- Black Sheep Restaurants
- Carlyle & Co.
- City'Super
- Four Seasons Hotel HK
- Grand Hyatt Hong Kong
- Hong Kong Jockey Club
- IHG Hotels and Resorts
- JIA Group
- Lai Sun Dining
- Langham Hospitality Group
- LKF Concepts
- Mandarin Oriental HK
- Rosewood Hong Kong
- The Peninsula Hong Kong

..... and more 以及更多

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RBHK2026酒類展商三大核心商業佈局

Three Strategic Pillars for Wine, Spirits & Beer Exhibitors at RBHK 2026



直達即飲渠道決策層

Direct Access to On-Trade Decision-Makers

商務洽談的核心在於效率。RBHK 現場匯聚全港最具商業價值的餐廳業主、酒店採購總監、知名侍酒師及酒吧顧問。您將跳過繁瑣的傳統代理層級，與真正擁有「菜單決定權」的決策者面對面高效洽商。

Business matchmaking is all about efficiency. RBHK gathers Hong Kong's most commercially valuable restaurant owners, hotel procurement directors, head sommeliers, and bar consultants. Skip the multi-layered distribution hurdles and engage face-to-face with the exact professionals who hold the ultimate authority over menu curation.



融入高端餐酒與特調場景

Seamless Integration into Premium Dining & Mixology Scenes

無論「高端精釀烈酒」還是「低/無酒精生活方式」，當代消費者追求的是多元化的場景體驗。透過展會現場與頂尖調酒師及餐飲社群的深度聯動，您的產品將直接融入當前最吸金的特調與餐酒搭配場景，確立市場領先地位。

Whether it is the rise of premium craft spirits or the mindful low-and-no alcohol lifestyle, today's consumers demand diverse experiential serves. Through high-impact on-site synergy with top mixologists and the culinary community, your products will be integrated directly into the most lucrative pairing and cocktail menus, securing your market leadership.



鎖定第四季度黃金採購窗口

Securing the Golden Q4 Sourcing Window

9月1日至3日的展期，正是餐飲業第四季消費熱潮前夕（十一黃金週、聖誕、新年及農曆新年）。此時買家的採購意願最為精準且迫切。提前在此黃金窗口佈局，能讓您的品牌率先鎖定各大企業的節日補貨訂單與開年菜單翻新預算。

Taking place from 1–3 September, the expo aligns perfectly with the runway to the year-end hospitality peak (Golden Week, Christmas, New Year, and Chinese New Year). This is the exact moment when buyer intent is highly focused and urgent. Positioning your brand within this golden window allows you to lock in festive restocking contracts and opening menu budgets ahead of the competition.

立即預定您的 RBHK 2026 展位，以專享參展優惠現場拓寬高回報的商貿商機！

Book your stand at RBHK 2026 now to secure your exclusive exhibitor discount and expand your high-return commercial opportunities on the show floor!

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