

For Immediate Release

**Restaurant, Bar & Café Hong Kong 2024 Opens Today  
Bringing Culinary Innovations to Life**

[3 September 2024, Hong Kong] Restaurant, Bar & Café Hong Kong (RBHK) 2024 officially kicked off today at the Hong Kong Convention and Exhibition Centre (HKCEC), setting the stage for a dynamic three-day event filled with culinary innovation, networking, and industry expertise. With more than 400 brands from various countries and regions, including China, France, Japan, Malaysia, Taiwan, Thailand, United Kingdom and the United States, the event is expected to draw more than 8,000 visitors over the three days to explore the latest trends and breakthroughs in the F&B sector. Positioned as the ultimate trading hub for regional F&B communities, RBHK aims to foster meaningful connections, ensuring that businesses are united in their pursuit of continued excellence and success.

The event commenced this morning with a spectacular ceremony featuring Dr Bernard Chan, JP, Under Secretary for Commerce and Economic Development as the Guest of Honour, alongside prominent figures from F&B associations, industry leaders, professionals from the F&B industry, and more. Together they celebrated the industry's reunion, identified new business opportunities and paved the way for future advancements.

**New Café Sector in the Spotlight**

To meet the growing demand for specialty coffee, tea and pastries in the industry, this year's RBHK proudly unveils a new Café sector. This dynamic space showcases an exciting array of café products, including premium baking ingredients, coffee beans, tea leaves, coffee machines and specialised equipment for pastry chefs and baristas. These offerings cater not only to the needs of bakeries, cafés and restaurants but also to retail stores that seek to incorporate café elements into their environments, creating an elevated lifestyle experience for their customers.

A major highlight is the highly acclaimed Coffee Competition, featuring **Hong Kong Latte Art Championship 2024-2025** and **Hong Kong Coffee in Good Spirits Championship 2024-2025**. Commenced on the day before the start of RBHK and continuing throughout the exhibition, these exciting competitions bring together the finest talents in the coffee world to showcase the highest level of barista skills. Adding to the excitement, **Liang Fan**, the Champion of 2023 World Latte Art Championship, captivated the audience on Day 1 and Day 2 with a live demonstration, bringing intricate latte art patterns to life. The anticipation continues on Day 3, where **Boram Um**, the Champion of 2023 World Barista Championship, will take the stage to unveil his masterful coffee-making techniques, filling the hall with the rich, inviting aromas.

**Star Mixologists Showcase**

And for cocktails, join the visitors for an exclusive experience as **Lorenzo Antinori**, the visionary behind Bar Leone — recognised as the Best Bar in the Asia's 50 Best Bars Awards 2024 — showcases his finest

creation and shares the fascinating story behind it. RBHK also invited **Leo Ko**, the first Hong Kong winner of the World Cocktail Championship to craft an exquisite bespoke cocktail exclusively for RBHK, giving attendees the unique opportunity to taste his exceptional creation firsthand.

### **Inspiring Events Fuel Innovation and Exchange**

RBHK aims to inspire innovation, foster collaboration, and provide actionable strategies that can be directly applied to drive business growth, hosting a diverse array of onsite events from Day 1 to 3 spanning multiple sectors.

On Day 1, the **Best of the Best MasterChef Recommendation Restaurant (BOBM)** offers a grand celebration of Hong Kong's finest dining establishments. Through rigorous evaluation, the **BOBM** selects the best performing restaurants across all facets of the dining experience, providing them with an opportunity to self-assess, learn from industry best practices, and earn a quality certification that diners can trust.

**Natural & Organic Academy** will shine as a featured event on Day 1 and Day 2, presenting a stellar line-up of exhibitors and speakers covering topics such as food waste management, sustainable seafood, sustainable culinary culture, B Corp Certification and more.

**Tasting Theatre** runs across all three days, offering a series of seminars, masterclasses and tasting sessions. Wine experts, educators and award-winning sommeliers will share valuable insights on food and beverage pairings, the latest wine trends, tips for wine appreciation and many more. Additionally, a dedicated beer tasting session will provide attendees with a deeper understanding of craft brews and renowned labels, offering guidance on how to select the most suitable beer options.

Four prestigious wine, spirits and bar awards ceremonies will take place on Day 2 and 3, including **Pairing Sensations, Best Bars Awards, Tasting Trendies® Sake Awards, and Wine Luxe International Awards**. These events will bring together F&B professionals across sectors, fostering a dynamic exchange of ideas while sharing exemplary practices that will elevate the overall industry standard.

### **Co-Location with Retail Asia Conference & Expo in 2025**

Looking ahead, RBHK will co-locate with **Retail Asia Conference & Expo (RACE)** in 2025, creating a powerful synergy between Hong Kong's two economic drivers — F&B and Retail. Set for 2-4 September 2025 at HKCEC, this partnership will enhance the reach and impact of both events by broadening their customer base and expanding their exposure to cutting-edge innovations.

By merging these powerhouse events, F&B establishments will have the opportunity to explore the latest e-commerce and in-store technologies, including F&B management platforms, digital payment solutions, loyalty programmes and more, enabling them to elevate their brands, enhance operational efficiency and expand market reach. Retailers will also benefit from direct access to F&B innovations, gaining insights into consumer trends and preferences that can enhance their product offerings and



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dining experiences. Together they will foster a dynamic exchange of ideas, driving growth and innovation across sectors, and positioning Hong Kong as a leading hub for industry advancement.

The show is open to trade professionals and media only and visitors must be aged 18 or above.

For Day 1 event photos, please visit:

[https://drive.google.com/drive/folders/1Lh\\_5-qDO7ME0DXI6EYQvijd0sgLp6pQm?usp=sharing](https://drive.google.com/drive/folders/1Lh_5-qDO7ME0DXI6EYQvijd0sgLp6pQm?usp=sharing)

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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 今日隆重開幕 啟發餐飲創新思維

[2024 年 9 月 3 日, 香港] 香港餐飲展 2024 今日於香港會議展覽中心正式揭幕, 旨在促進商貿合作、知識交流和市場創新。展覽為期三天, 匯聚來自中國、法國、日本、馬來西亞、台灣、泰國、英國和美國等多個國家和地區超過 400 個品牌, 預計共吸引超過 8,000 名買家前來觀展, 探索餐飲業最新趨勢, 開拓更多商機。香港餐飲展為餐飲專才提供頂尖商貿平台, 務求促進商業聯繫, 讓餐飲企業攜手前行, 持續擴大優勢, 邁向成功。

展覽開幕典禮於今早舉行, 由商務及經濟發展局副局長陳百里博士, JP 作主禮嘉賓, 與餐飲協會代表、行業領袖、餐飲業界人士一同共襄盛舉。會場內人聲鼎沸, 大家相互交流, 尋找市場機遇, 打開餐飲新視野。

### 重磅推出全新咖啡廳專區

為回應精品咖啡、茶和糕點不斷增長的市場需求, 本屆展覽隆重推出全新咖啡廳專區, 展示一系列上乘咖啡廳產品, 包括優質烘焙原料、咖啡豆、茶葉、咖啡機、糕點師和咖啡師專用設備等。新加入咖啡廳元素, 不僅滿足麵包店、咖啡廳和餐廳的採購所需, 還為零售店引入咖啡廳元素提供助力, 助零售商打造更優質的購物體驗。

咖啡比賽是展覽的重點活動, 設**香港咖啡拉花大賽 2024-2025** 及**香港咖啡調酒大賽 2024-2025** 兩大賽事, 是最具代表性的兩個業界賽事。賽事從展覽開幕前已開始進行, 將貫穿三天的展覽, 匯聚咖啡界翹楚, 展示高水準的咖啡師技能。此外, 2023 年世界咖啡拉花藝術大賽冠軍**梁凡**於今明兩天進行咖啡演示, 演繹拉花技藝。而第三天將會由 2023 年世界咖啡師大賽冠軍 **Boram Um** 接力, 展示精湛的咖啡沖泡技術, 讓濃郁的咖啡香氣滲透展覽廳每個角落。

### 明星調酒師展示

為增添現場熾熱氣氛, 展會邀請到 2024 年亞洲 50 最佳酒吧中最佳酒吧 **Bar Leone** 的聯合創辦人 **Lorenzo Antinori** 展示他親自創作的精美雞尾酒, 並分享其背後的迷人故事。展會還邀請了首位獲得世界雞尾酒大賽冠軍的香港調酒師**高爾澳 (Leo Ko)** 精心調製一款獨特的展會專屬雞尾酒, 讓參加者有機會親自品嚐他的非凡創作。

## 現場活動 推動業內交流創新

三日展覽期間將舉辦一系列現場活動，涵蓋多個餐飲領域，旨在激發創新意念、促進商貿合作，同時提供實用策略，推動企業發展。

展覽首日舉行的**名廚之最推介餐廳 (The Best of the Best MASTERCHEF Recommendation Restaurant – BOBM)** 是專為餐飲同行打造的盛大頒獎典禮。活動通過嚴格評估，選出在用餐體驗各方面表現優異的餐廳，提供食客能夠信賴的品質認證，同時鼓勵餐廳自我評估，向同行學習並改善營運策略。

**天然有機學堂**將於第一及第二天舉行，匯聚意見領袖、協會和參展商，帶觀眾探索廚餘管理、可持續海鮮及餐飲文化、共益企業認證等熱門議題。

**醇饌品味廳**將連續三日舉行一系列研討會、大師班和品酒活動，請來葡萄酒大師、教育家和得獎侍酒師分享餐酒搭配技巧、最新葡萄酒趨勢及獨家品酒心得。更設啤酒品鑑環節，加深觀眾對精釀啤酒和各大品牌的了解，指導大家如何選擇最合適的啤酒。

明後天將舉行四場享負盛名的葡萄酒、烈酒和酒吧頒獎典禮，包括**賞酒嘗味饌選**、**最佳酒吧大獎**、**香港品味潮人清酒大賞**和**酒派國際葡萄酒及烈酒大獎賽**。活動匯聚各個領域的餐飲專才，促進同行交流，從而提升業界整體標準。

## 2025 年與亞洲零售論壇暨博覽會同場舉行

香港餐飲展將作出重大突破，於 2025 年與**亞洲零售論壇暨博覽會 ( RACE )** 同場舉行，加強香港兩大經濟支柱 — 餐飲與零售業之間的聯動，創造強勁協同效應。展覽將於 2025 年 9 月 2 日至 4 日假香港會議展覽中心舉行，透過共享買家群和聚焦尖端科技，增強展覽的受眾和影響力。

餐飲企業可探索最新電子商務和零售店科技，包括餐飲管理平台、數碼支付解決方案、忠誠度計劃等，從而打響品牌知名度、提高營運效率並擴大市場覆蓋率。零售商也可深入餐飲科技領域，了解消費者趨勢和偏好，藉此增強產品吸引力，提升用餐體驗。兩大展覽聯手，不僅促進思想交流，更推動跨行業創新，將香港打造成領先的創科樞紐。

展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。

欲回顧首日展覽照片，請瀏覽：

[https://drive.google.com/drive/folders/1Lh\\_5-qDO7ME0DXI6EYQvijd0sgLp6pQm?usp=sharing](https://drive.google.com/drive/folders/1Lh_5-qDO7ME0DXI6EYQvijd0sgLp6pQm?usp=sharing)

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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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