

**NEXT SPACE** 新势力空间  
**FULLY IMMERSIVE** 沉浸式体验  
**SUSTAINABLE FUTURE** 可持续生态

# The Bar & Drinks

烈变次元 | 风土长廊 | 精酿骇客 | 艺术水源  
调创空间 | 穹顶谧境 | 风味解码 | 调酒赛事

**2026.3.30-4.2**  
**国家会展中心(上海)**  
**Hall 8.2馆**



# 关于 The Bar & Drinks

背靠亚洲餐饮及供应链旗舰盛会——HOTELEX上海酒店及餐饮业博览会的磅礴势能,「The Bar & Drinks」将于2026年3月30日-4月2日登陆国家会展中心(上海)8.2馆,打造“秀+展+赛”深度融合平台,链接酒饮产业链,挖掘新价值!

Leveraging the huge momentum of HOTELEX Shanghai — Asia's premier Food & Hospitality Expo — "The Bar & Drinks" will debut at the National Exhibition and Convention Center (Shanghai) from March 30 to April 2, 2026. Located in Hall 8.2, it will create an integrated platform that combines show, exhibition, and competition, connecting the beverage supply chain and uncovering new value for the industry!

这里将以“快闪空间”为载体,聚焦未来酒吧生态趋势,旨在打破传统酒吧场景的局限,构建一个融合文化表达、社交实验与可持续商业的复合生态空间。

We will utilize a “Pop-up Space” to focus on future trends in bar culture, aiming to transcend the limitations of traditional bar settings and create a multi-dimensional ecosystem that integrates cultural expression, social experimentation, and sustainable business.

整个展区将涵盖各大酒类品牌、酒吧门店、调酒师、酒精爱好者、室内设计师、供应链资源等各类要素,在展期内打造“从场景设计到商业模式”、“从单纯饮酒场景升级为文化、技术与生态”的综合体。

Throughout the exhibition period, the space will bring together elements including major liquor brands, bars, bartenders, spirits enthusiasts, interior designers, and supply chain resources, etc. It will forge a comprehensive platform “exploring the journey from scene design to business models”, and “upgrading from merely a drinking scene to embracing culture, technology, and ecology”.

# “上海国际美酒美食文化节”回顾及数据展示

## 媒渠道数据表现

Media Placement Results

212,813,159次

线上投放曝光

Digital Advertisements

2,429,948次

线上点击量

Online Clicks

116家

合作媒体

Media Partners

275次

累计报道

Cumulative Coverage

112,605次

总阅读量

Readerships

## 专业观众行业分布

Industry Distribution of Visitors

18.91%	餐饮店 – 中式正餐厅 / 异国料理 / 火锅店 / 轻食店 / 小食店 / 快餐店 / 私厨 Chinese restaurants/Exotic cuisine/Hot pot restaurants/Snack shops/Fast food restaurants/BBQ restaurants
13.28%	面包店 / 饼房 / 披萨店 / 糕点店 / 冰激淋、巧克力专卖店 / 甜品店 Light meal shops/Bakeries/Pastry shops/Pizza restaurants/Cake shops/Ice cream and chocolate specialty stores/Dessert shops
11.10%	酒店 / 民宿 Hotels/BnB
10.84%	咖啡馆 / 咖啡店 / 酒吧 / 俱乐部 / 文娱场所 Cafés/Coffee shops/Bars/Clubs/Entertainment venues
7.83%	茶饮店 / 茶室 Tea beverage shops/Tea rooms
6.96%	服务提供商 / 咨询服务 / 全案策划 / 业务培训/职业技能培训 Service providers/Consulting services/Full-scale planning/Business training/Vocational skills training
5.45%	制造商 / 生产商 / 源头工厂 Manufacturers/Producers/Source factories
4.52%	进出口商 / 经销商 / 分销商 Importers & exporters/Dealers/Distributors
4.42%	大型超市 / 便利店 / 百货 / 免税店 / 专营店 Supermarkets/Convenience stores/Department stores/Duty-free shops/Specialty stores
3.54%	餐饮设计 / 包装设计 / 食物设计 Food service design/Packaging design/Food design
2.54%	团餐供应 / 活动餐饮服务 / 政企食堂 / 航空公司 / 游轮 / 铁路 Group meal suppliers/Event catering services/Government & enterprise canteens/Airlines/Cruise ships/Railways
2.29%	连锁加盟品牌商 Chain franchise brand owners
1.93%	私人厨房 Private kitchens
1.16%	电商平台 / 网店 / 直播机构 E-commerce platforms/Online shops/Live streaming organizations
1.08%	投资机构 / 品牌孵化 Investment institutions/Brand incubators
0.73%	媒体 Media
3.42%	其他 Others

# HOTELEX国际咖啡美食文化节 HOTELEX Shanghai Coffee & Food Festival

## 往届合作伙伴 PREVIOUS PARTNERS



# 上海国际美酒美食文化节 Wine Spirits & Food Culture Festival

## 往届合作伙伴 PREVIOUS PARTNERS



# 全域媒体 深度合作

## COMPREHENSIVE MEDIA COLLABORATION



\*The above items are not in any particular order

## 烈变次元 SPIRITS

全球烈酒市场正呈现高端化与年轻化双轨趋势。本板块聚焦威士忌、白酒、龙舌兰等品类,吸引拥有稀缺酒款、工艺创新或文化IP的品牌参展。针对中国市场的“国潮烈酒”需求市场,打造沉浸式文化体验。

Wine consumption is shifting towards lighter styles and more casual occasions, driving surging demand for craft natural wines and low-intervention varieties. This section highlights distinct expressions from both Old and New World regions, featuring a dedicated "Terroir Museum" zone. Complementary activities include masterclasses and food pairing sessions.

展区将设置烈酒大师班、品鉴互动区,帮助品牌触达高端收藏家与年轻消费者。

For trade buyers, we host business roundtables connecting wineries with regional distributors to address key challenges like inventory management and logistics.

## 参展类别 Exhibit Categories

白色烈酒 White Spirits

白酒 Baijiu

棕色烈酒 Brown Spirits

清酒 Sake

利口酒 Liquor

## 风土长廊 WINE

葡萄酒消费向“轻量化”“场景化”转型,精品自然酒、低干预葡萄酒需求激增。本板块主打新旧世界产区的差异化表达,设立“风土博物馆”专区。同期举办产区大师课、餐酒搭配等活动。

Wine consumption is shifting towards lighter styles and more casual occasions, driving surging demand for craft natural wines and low-intervention varieties. This section highlights distinct expressions from both Old and New World regions, featuring a dedicated "Terroir Museum" zone. Complementary activities include masterclasses and food pairing sessions.

针对B端买家,推出“圆桌分享会”,帮助酒商匹配区域经销商需求,解决库存与物流痛点。

For trade buyers, we host business roundtables connecting wineries with regional distributors to address key challenges like inventory management and logistics.

## 参展类别 Exhibit Categories

红葡萄酒 Red Wine

气泡酒 Sparkling Wine

白葡萄酒 White Wine

香槟 Champagne

果酒 Fruit Liquor

NEXT SPACE 新势力空间  
FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Spirits

## 烈变次元

棕色烈酒 | 白色烈酒  
利口酒 | 白酒 | 清酒 | 配制酒

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

THE BAR & DRINKS SHANGHAI 2026

The Bar & Drinks

NEXT SPACE 新势力空间  
FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Wine

## 风土长廊

葡萄酒 | 起泡酒 | 香槟

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

THE BAR & DRINKS SHANGHAI 2026

The Bar & Drinks

## 精酿骇客 BEER

精酿赛道进入“品质+个性”双内卷阶段。本板块聚焦本土精酿品牌创新力,设立“实验酒厂”专区,展示限量款桶陈啤酒、茶咖跨界酿造等产品,实现精酿啤酒产业的闭环链路。

Craft beer competition now intensifies on dual fronts: quality and uniqueness. This zone spotlights Chinese brewers' innovation through a dedicated "Experimental Brewery" featuring limited-edition barrel-aged beers, tea/coffee-infused brews, and more—creating an integrated craft beer ecosystem.

招募具备本地化供应链、社区社群运营能力的品牌,提供“快闪酿酒坊”互动场景。

We seek brands with localized supply chains and community-building skills for interactive "Pop-up Brewery" experiences.

## 参展类别 Exhibit Categories

手工啤酒 Red Wine

工业啤酒 Industrial Beer

## 艺术水源 PREMIUM WATER

高端水市场因健康消费升级持续增长,功能性水(富氢、低钠)、艺术瓶装水与可持续包装成为亮点。本板块主打“水源故事+健康科技”双概念,设立“水源地影像展”与水质检测体验区。

Growing health awareness fuels premium water market growth, spotlighting functional waters (hydrogen-enriched, low-sodium), artistic bottling, and eco-friendly packaging. Our zone features "Water Provenance Narratives + Health Tech" with a "Source Imagery Exhibition" and water testing lab.

开展以“水”为主题的圆桌峰会,招募拥有稀有水源认证(如冰川水、火山岩层水)、环保包装或定制服务的品牌。

We host an "Aqua Summit" recruiting brands certified for rare sources (glacial, volcanic) or offering sustainable packaging/custom solutions.

## 参展类别 Exhibit Categories

高端水 Premium Water

气泡软饮 Functional Drinks

气泡水 Sparkling Water

功能性饮料 Carbonated Soft Drinks

无酒精饮品 Non-alcoholic Drinks

NEXT SPACE 新势力空间  
FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Beer

## 精酿骇客

精酿啤酒 | 工业啤酒

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

The Bar & Drinks

NEXT SPACE 新势力空间

FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Premium Water

## 艺术水源

高端水 | 气泡水  
气泡软饮 | 功能性饮料 | 无酒精饮品

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

The Bar & Drinks

THE BAR & DRINKS SHANGHAI 2026

## 调创空间 BAR SHOW

针对酒吧行业“场景创新焦虑”，本板块汇聚全球标杆酒吧品牌、空间设计机构与智能设备供应商。招募具备跨界运营能力（如“日咖夜酒”模式）或下沉市场经验的品牌，提供“门店诊断+数字化改造”咨询服务。

Addressing the bar industry's "space innovation fatigue", this hub unites global leading bars, design studios, and smart tech providers. We recruit brands with cross-operation capabilities (e.g. cafe-by-day-bar-by-night models) or non-metro market expertise, offering on-site diagnostics and digital upgrade solutions.

汇聚全国各地优质酒吧入驻，打造多维感官体验的 Bar Show 盛会。

Featuring premium bars nationwide, we're creating the Bar Experience Expo—a multisensory showcase of hospitality's future.

## 参展类别 Exhibit Categories

优质酒吧 Best 50 Bars

行业大咖 Industry KOL

明星调酒师 Master Bartenders

酒精爱好者 Spirits Lover

NEXT SPACE 新势力空间  
FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Bar Show

## 调创空间

Bar Show | 优质酒吧 | 明星调酒师  
行业大咖 | 酒精爱好者

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

THE BAR & DRINKS SHANGHAI 2026

The Bar & Drinks

## 穹顶谧境 BAR DESIGN

作为展会的高端社交中枢，该区域以“酒吧场景化”为核心，打造集商务洽谈、品牌展示与圈层社交于一体的沉浸式空间。

As the high-end social hub of the exhibition, this area takes 'bar scene' as the core to create an immersive space integrating business negotiation, brand display and circle socialising.

甄选高端酒类产品入驻，由知名调酒师提供专属侍酒服务。配套吧台设计、调酒工具、酒柜、桌椅、服装等酒吧相关产业链供应商，打造酒吧风尚设计区域。

High-end alcoholic products are selected to be stationed in the area, and well-known bartenders provide exclusive service. It is equipped with bar design, bartending tools, wine cabinets, tables and chairs, clothing and other bar-related industry chain suppliers to create a bar fashion design area.

## 参展类别 Exhibit Categories

吧台设计 Bar Design

酒柜 Liquor Cabinet

调酒工具 Bar Tools

桌椅 Table & Chair

标牌 Sign

NEXT SPACE 新势力空间  
FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Bar Design

## 穹顶谧境

吧台设计 | 调酒工具  
酒柜 | 桌椅 | 标牌

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

THE BAR & DRINKS SHANGHAI 2026

The Bar & Drinks

## 风味解码 FINE FOOD

中国进口食品市场持续扩容，消费者从“单一尝鲜”转向“场景化品质体验”，餐酒搭配已然成为高端生活方式与社交消费的核心议题。

As China's imported food market continues to expand, consumers have shifted from 'single taste' to 'scenario-based quality experience', and wine and meal matching has become a core issue in high-end lifestyle and social consumption.

本板块以“全球风味x本土味觉”为核心理念，汇聚葡萄酒、烈酒、清酒等酒饮与适配的进口食材，并创新推出“中式酒饮+国际食材”实验性组合。

With the core concept of 'Global Flavour x Local Taste', this section brings together wines, spirits, sake and other alcoholic beverages with appropriate imported ingredients, and innovatively introduces the experimental combination of 'Chinese alcoholic beverages + international ingredients'.

## 参展类别 Exhibit Categories

进口食品 Imported Food

餐酒搭配 Wine Pairing

国际展团 International Pavillion

NEXT SPACE 新势力空间  
FULLY IMMERSIVE 沉浸式体验  
SUSTAINABLE FUTURE 可持续生态

# Fine Food

## 风味解码

进口食品  
餐酒搭配 | 国际展商

2026.3.30

4.02

国家会展中心(上海)

Hall 8.2馆

The Bar & Drinks

THE BAR & DRINKS SHANGHAI 2026

## 调酒赛事 CMBC

延续此前的赛事运营模式及规则，打造新锐调酒师的竞技舞台，创建“竞技+展演+商业转化”的立体化场景。依托HOTELEX平台资源，联合各大烈酒品牌、器具供应商与酒吧连锁品牌，推动品牌直接触达B端买家与C端消费者。

Based on the established event operation model and rules, we aim to create a competition platform for emerging bartenders and build a multidimensional experience integrating "competition + live performance + business conversion".

展区配套举办“调酒产业趋势论坛”，帮助品牌精准对接调酒师及酒吧资源，实现从专业圈层到大众市场的价值裂变。

The exhibition area will host the "Cocktail Industry Trends Forum" to assist brands in precisely connecting with bartenders and bar resources, expanding value from professional circles to the mass market.

## 参展类别 Exhibit Categories

调酒师 Bartenders

品牌 Brands

酒吧 Bars

消费者 Consumer



# THE 13<sup>th</sup> CHINA MASTER BARTENDER COMPETITION

第十三届中国国际调酒大师赛

2026.3.30-4.2

虹桥@国家会展中心(上海)  
■ 上海市青浦区徐泾镇崧泽大道333号

8.2 馆

主办单位: 全联烘焙业公会 | sinexpo 上海博华国际展览有限公司

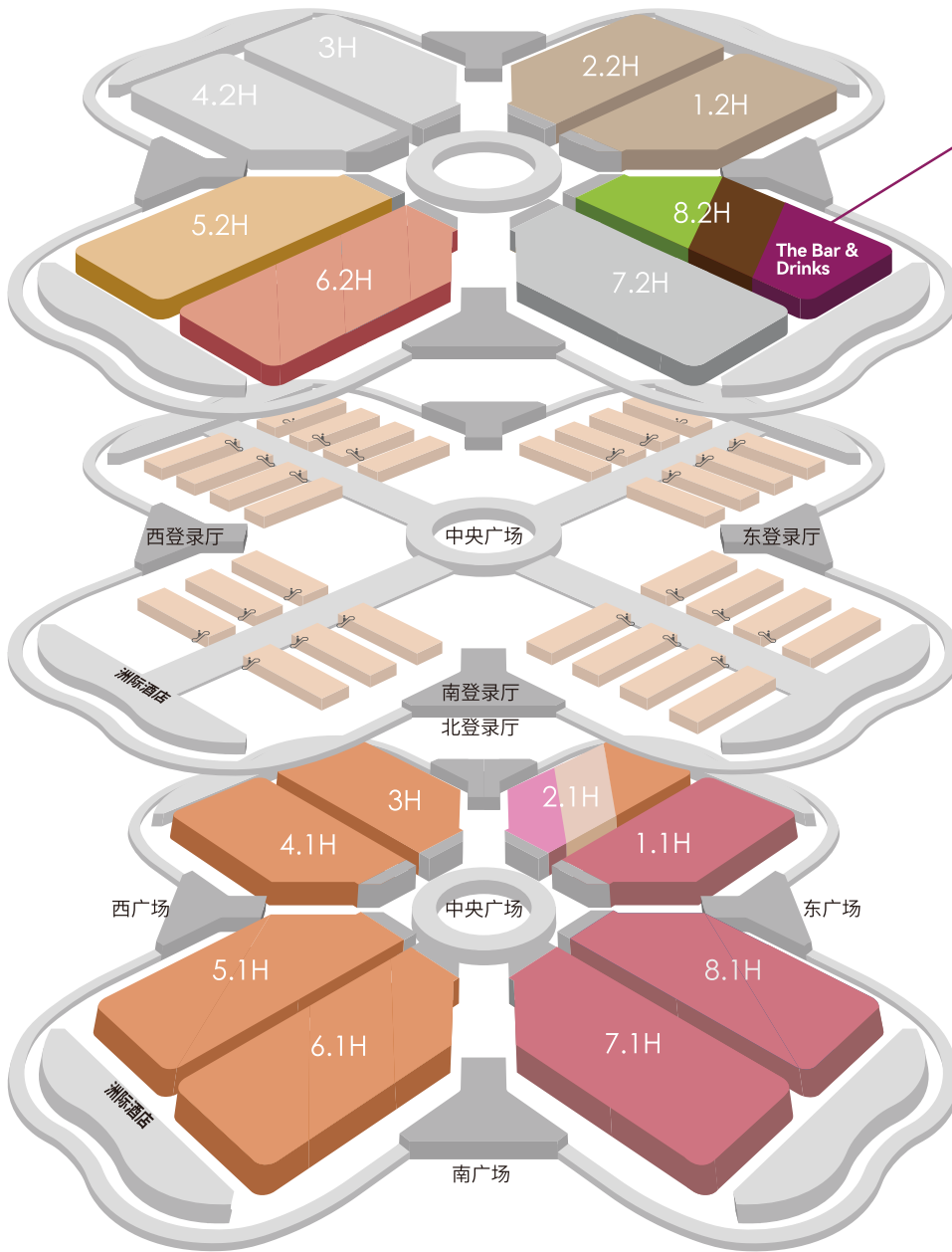
# 2026上海国际酒店及餐饮业博览会



2026 SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO

2026年3月30日 - 4月2日 / 浦西·虹桥 @ 国家会展中心

30<sup>th</sup> March - 2<sup>nd</sup> April, 2026 / National Exhibition and Convention Center( Shanghai )



## 三层展厅（16 米层）

### 8.2H

酒水综合 THE BAR & DRINKS

休闲食品 SNACK FOOD

精品巧克力 CONFECTIONARY & CHOCOLATE

咖啡美食节 COFFEE FESTIVAL

## 三层展厅（16 米层）

咖啡茶饮供应链  
COFFEE & TEA

1.2 - 2.2H

桌面用品  
TABLEWARE

5.2H

连锁加盟及连锁资源  
SFE

6.2H

食品供应链  
FINEFOOD

7.2H

休闲食品/精品巧克力  
咖啡美食节/酒水综合  
SNACK FOOD, CONFECTIONARY & CHOCOLATE  
COFFEE FESTIVAL, THE BAR & DRINKS

8.2H

## 二层会展步道（8米层）

## 一层展厅（0 米层）

饮品供应链  
BEVERAGE

1.1H, 7.1H, 8.1H

冰淇淋、乳制品与烘焙  
ICE CREAM, DAIRY AND BAKERY

2.1H

餐饮设备综合  
CATERING EQUIPMENT INTEGRATION

3H

餐饮设备综合/洗碗机  
CATERING EQUIPMENT INTEGRATION  
DISHWASHING

4.1H

餐饮设备综合/制冷设备/厨房辅助  
CATERING EQUIPMENT INTEGRATION  
REFRIGERATION  
KITCHEN ACCESSORY EQUIPMENT

5.1H

餐饮设备综合/中央厨房/食品机械  
CATERING EQUIPMENT INTEGRATION  
CENTRAL KITCHEN | FOOD MACHINERY

6.1H

## 展台形式与价格

展位类型	面积 (m <sup>2</sup> )	人民币/平方米	美元/平方米
标摊	9m <sup>2</sup> 起	1500	210
光地	24m <sup>2</sup> 起	1250	175

### 参展咨询 Order a Booth

乐女士 Frances Le

T: +86 021 3339 2191

E: Frances.Le@imsinoexpo.com

### 赛事咨询 Events & Competitions

黎女士 Annie Li

T: +86 021 3339 2200

E: Annie.Li@imsinoexpo.com

### 媒体合作咨询 Media Co-operate

史先生 Jowis Shi

T: +86 021 3339 2157

E: Jowis.Shi@imsinoexpo.com