

SPIRITS • LOW • BEER • CIDER

Be Spirits

VINEXPO ASIA - HONG KONG

26 - MAY
- 28 2026

BE SPIRITS GOES EAST & SHAKES THINGS UP IN ASIA

After establishing itself in Paris as the ultimate destination for spirits, sake, beer, cider, and low-alcohol innovation, **Be Spirits is going global — and landing in Asia for the very first time.**

With its own energy, design, and audience flow, Be Spirits is a space made for **exploration, connection, and innovation in spirits, beer, cider, and low-alcohol.**



With a new modular pod stand offer, exhibitors can activate quickly and stand out with impact — whether you're launching, scaling, or testing the waters in Asia.

From global icons to emerging distilleries and breweries, **Be Spirits is gaining ground as the meeting point for the region's most forward-thinking players.**

WHY EXHIBIT AT BE SPIRITS HONG KONG?

- **TARGETED ACCESS TO ASIA'S TOP BUYERS**

Join a focused, curated environment where every visitor is a business opportunity — **from distributors and importers to mixologists, bar owners, and off-trade buyers.**

- **COUNTRY & REGION PAVILIONS**

Join forces with fellow producers under your national banner **and gain maximum visibility with a strong collective presence.**

- **ZERO DILUTION, 100% SPIRITS, SAKE, BEER, CIDER**

With a dedicated space for Be Spirits, your products won't compete for attention — **they'll stand at the centre of it.**

- **BOOST YOUR VISIBILITY THROUGH CURATED CONTENT**

Position your brand as a thought leader by animating masterclasses and conferences. These sessions offer a powerful opportunity **to educate, engage, and connect with the trade** — reinforcing your expertise in front of a targeted, influential audience.



MARKET MOMENTUM: WHY ASIA, WHY NOW

US\$293.11bn

of revenue generated by spirits
purchase in Asia in 2025*.

Most revenue generated is by retail
in China:

US\$140bn

in 2025*.

*Statista



The show continues to be a vital exhibition for us to explore the Asian market. It allows us the opportunity to meet new faces, see our current customers and rekindle old friendships. The Vinexposium team are always extremely helpful and professional, and the show continues to evolve and improve every two years. We will continue to exhibit, and support Be Spirits due to its importance to our business.



Rory Taylor,
Glasgow Whisky, Scotland.

A LOOK AT KEY MARKETS**

- **South Korea** imported spirits value growing steadily

+7% CAGR
between 2019 and 2024

- **Taiwan** total spirits value up

+4% CAGR
between 2019 and 2024

- **China** local spirits value growing

+3% CAGR
between 2019 and 2024

- **Macau** spirits value projected to grow by 2029

+4% CAGR

**IWSR

HONG KONG 2026: THREE EVENTS, ONE STRATEGIC DESTINATION FOR ASIA’S DRINKS TRADE

In 2026, Hong Kong becomes the launchpad for global producers aiming to grow across Greater China and Southeast Asia. With its freeport status, international connectivity, and growing appetite for premium and innovative products, **the city stands out as a gateway for the drinks trade in Asia.**

Vinexposium brings **three co-located events** under one roof—each dedicated to a key category: **wine, spirits, sake, beer, cider, and alcohol-free.** Together, they create a single business-focused destination where producers meet the region’s most influential buyers, all in one trip.

Vinexpo Asia Hong Kong



The regional business event **for wine professionals** seeking growth in Asia.

Be Spirits Hong Kong



A dedicated event for spirits, beer, cider, sake and innovation in one of the world’s fastest-evolving markets.

Be No Hong Kong



A future-focused showcase spotlighting alcohol-free innovation, tailored to Asia’s shifting consumer landscape.

SHAPE THE FUTURE OF DRINKS IN ASIA.

Want to exhibit or explore opportunities? Contact us at sales@vinexposium.com or visit vinexpoasia.com

- **SECURE
YOUR STAND**
- **MEET QUALIFIED BUYERS**
- **RAISE YOUR BRAND'S
VISIBILITY IN ASIA**

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