



Take a Sip of the Unlimited Business Potential of Beverage Industry

品味醇香啡茶 拓展飲品商機

A cup of aromatic coffee and tea is undoubtedly modern city-dwellers magic cure to cope with the hectic and tiring routine. As the common culture ground of Asia, tea has always captured Asian people's tastebuds; besides, new format tea beverages such as hand-shaken tea drinks have also conquered the hearts of consumers in Asia with the huge variations of ingredients and combinations, enriching the tea beverage culture. On the other hand, coffee's popularity rises to historical peak with the increasing consuming power of Asian population as well as its surging status of lifestyle indicator in people's mind.



As Asia's Leading Food & Hospitality Tradeshow, HOFEX encompasses brands from the whole F&B supply chain, including various coffee and tea brands, as well as related equipment, which will definitely help you to get a share of the unlimited business opportunities in this fad of beverage economy!

一杯香醇的咖啡或者清香的茶飲絕對是應對都市忙碌生活的解藥。茶作為亞洲地區共有的生活日常，一向都非常盛行；另一方面，配料及沖調方式豐富的手搖飲品則以全新方式將茶重新介紹給新一代，亦使茶飲文化越益壯大及多元化。而咖啡作為西方歷史悠久的飲品，同時也因為亞洲人視其為品味指標，以及整體消費水平的提升變得更受歡迎。

亞洲頂尖國際食品餐飲及酒店設備展HOFEX涵蓋整個餐飲行業的產業鏈，包括多個咖啡、茶葉品牌，以及相應的設備及機器生產商，定能助你在這股龐大商機中分一杯羹！

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