

SPIRITS • SAKE • MIXOLOGY

# Be Spirits

8 — JUNE  
— 10 2027

VINEXPO ASIA  
HONG KONG



# GOOD SPIRITS. GREAT BUSINESS.

Asia is a key market for spirits, which is why Be Spirits Hong Kong brings together **buyers from across the continent and producers from around the world.**

Following the success of the 2026 edition, **Be Spirits returns to Hong Kong, powered by Vinexpo Asia**, putting the spirits industry centre stage.

The unique energy created by sake, mixology and spirits brands makes the event **a key event in the trade calendar for buyers, mixologists and bartenders.**



**IN 2026, POWERED BY  
VINEXPO ASIA, BE SPIRITS  
IN HONG KONG GATHERED:**

**14,273**  
TRADE  
PARTICIPANTS

**105**  
EXHIBITORS

BUYERS  
FROM  
**68**  
COUNTRIES

# WHERE OPPORTUNITY MEETS AMBITION

Asia brings together **mature spirits markets, fast-developing premium segments and strong regional drinking cultures.** Meet professionals who understand these categories and are actively looking for new products, partners and ideas.

## Be Spirits reflects the diversity of today's market:

- International and craft spirits and beer
- Whisky, cognac, rum, gin, vodka, agave spirits and liqueurs
- Baijiu, shochu, umeshu and other asian spirits
- Sake and soju
- Distinctive ciders
- Ready-to-drink beverages
- Mixology
- New drinking experiences and category innovation



### **MEET BUYERS WITH PURCHASING POWER**

Put your portfolio in front of professionals who can list, distribute and scale it. **In 2026, 9 out of 10 visitors considered the event a must-attend for their business.**

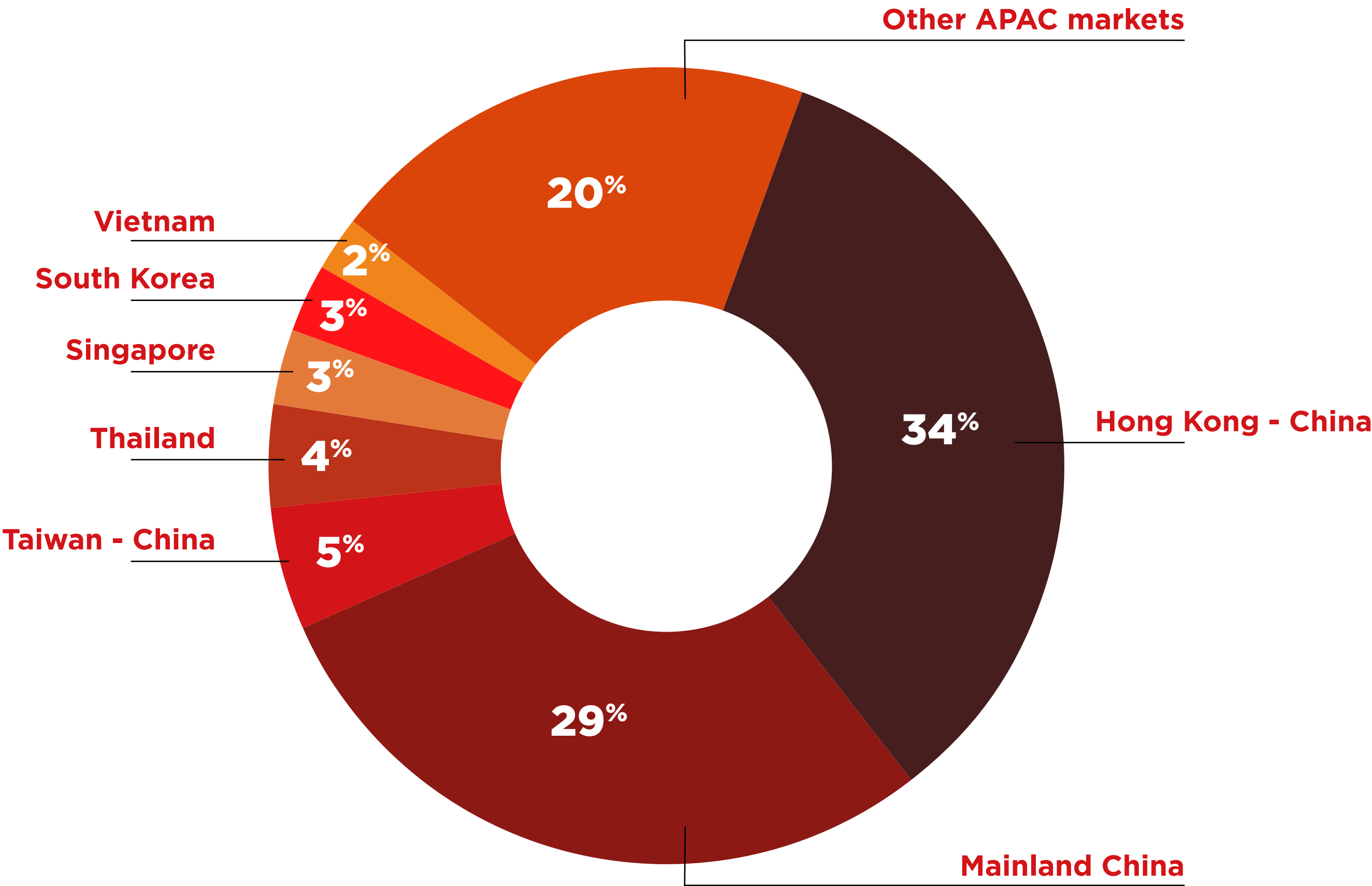
### **TAP INTO CHINA'S EVOLVING SPIRITS MARKET**

Gin, vodka, rum and agave spirits are expanding, driven by cocktail culture, premiumisation and changing consumer habits.

### **GROW ACROSS ASIA**

Hong Kong connects brands with Greater China, Northeast Asia and fast-developing Southeast Asian distribution networks.

WHERE DID BUYERS COME FROM IN 2026?\*



THEY ATTENDED IN 2026

- |                                                             |                                                |
|-------------------------------------------------------------|------------------------------------------------|
| <b>ACKER ASIA</b><br>Hong Kong - China                      | <b>MAISON VAURON</b><br>New Zealand            |
| <b>AENOTECA</b><br>Laos                                     | <b>MALT &amp; WINE</b><br>Singapour            |
| <b>ANGELS SHARE</b><br>India                                | <b>MIND SPIRITS</b><br>Australia               |
| <b>AYOUNG FBC</b><br>South Korea                            | <b>NOYON UUL ERDENE</b><br>Mongolia            |
| <b>BACCHUS WINES</b><br>Malaysia                            | <b>PREMIER WINE AND SPIRITS</b><br>Philippines |
| <b>BANGKOK BEER AND BEVERAGES</b><br>Thailand               | <b>PT DIMATIQUE INTERNATIONAL</b><br>Indonesia |
| <b>CHATEAU WINE &amp; SPIRITS</b><br>Cambodia               | <b>SHINSEGAE L&amp;B</b><br>South Korea        |
| <b>CITY OF DREAMS MACAU</b><br>Macao                        | <b>SINGLE MALT CLUB</b><br>Mainland China      |
| <b>DRINKS WINES &amp; SPIRITS</b><br>Taiwan - China         | <b>TELFORD INTL</b><br>Hong Kong - China       |
| <b>FIONSON GROUP</b><br>Hong Kong - China                   | <b>VIETNAM AIRLINES</b><br>Vietnam             |
| <b>JEBSEN BEVERAGE COMPANY LIMITED</b><br>Hong Kong - China | <b>WAIMA PLATFORM</b><br>Mainland China        |
| <b>KOTAOKA</b><br>Japan                                     | <b>WAJIU GROUP</b><br>Mainland China           |
| <b>LEUNG YICK COMPANY LIMITED</b><br>Hong Kong - China      |                                                |

\* Based on visitors common to Vinexpo Asia, Be Spirits Hong Kong and Be No Hong Kong 2026.

“More than just explaining your drinks, Be Spirits helps you build the right network, and that network gives you the opportunity to create business.”

**DOYEON KIM**  
Han's Brewery, South Korea

“It allows me to come into a scene where I get to meet distributors. Importers come through and taste my spirit, and then it allows me to build that relationship one-on-one.”

**STEVE GRACE**  
Myrlèmon, Australia



# CREATE VISIBILITY THROUGH CONTENT AND EXPERIENCES

Be Spirits Hong Kong gives industry professionals a space **to share expertise and explore the trends shaping the spirits market.**

**In 2026 the Academy at Be Spirits showcased:**

- **6 sessions** about the global Asian market
- **3 sessions** dedicated to spirits and the bartender industry

## **LET'S GO FURTHER IN 2027**

Exhibitors gain access to complimentary **Morning Market Briefings** before the show opens, with expert insights on Asian markets, consumer trends, regulations and business opportunities.



## BENEFIT FROM VINEXPO ASIA'S LONGSTANDING INFLUENCE

Extend your visibility beyond the show floor. Be Spirits Hong Kong at Vinexpo Asia attracts leading trade media and industry networks from across the region, **helping exhibitors amplify launches, brand stories and market news.**

IN 2026 :

146

MEDIA REPRESENTATIVES  
ATTENDED THE EVENT FROM

16

COUNTRIES

29

INFLUENTIAL INDUSTRY ASSOCIATIONS  
ACROSS ASIA, BRINGING HIGHLY QUALIFIED  
BUYERS FROM THE APAC REGION

Through their networks, these associations attract highly qualified buyers from across APAC, **helping exhibitors connect with the right decision-makers.**



# ONE PLACE, THREE MARKETS

Vinexpo Asia brings together the decision-makers shaping the drinks industry and evolves with the market to meet its changing needs.

**Three events, one meeting place, countless business opportunities.** Vinexpo Asia brings together **wines, spirits, mixology, RTDs and the growing no/low category, including cocktails, kombucha, kefir and plant-based drinks.** In Hong Kong, producers, brands, buyers and importers connect **to discover opportunities, build partnerships and grow internationally.**

## VINEXPO ASIA



The leading Asian wine trade event connecting international buyers with passionate producers.

## BE SPIRITS HONG KONG



Where the spirits, beer, cider, sake and RTD industries connect and do business.

## THE OTHER SIP HONG KONG (formerly Be No)



The new meeting place for the no & low-alcohol drinks and alternative beverage industry.

**WANT TO TAKE PART OR FIND OUT MORE?**

Get in touch at [sales@vinexposium.com](mailto:sales@vinexposium.com) or visit [vinexpoasia.com](http://vinexpoasia.com) ↗



# BE THERE. BE SPIRITS.

**BOOK YOUR STAND**

[sales@vinexpoasiam.com](mailto:sales@vinexpoasiam.com)

<https://vinexpoasia.com/be-spirits>



An event by  
**VINEXPOSIUM**