

NO / LOW • SAVOUR THE DIFFERENCE

The other
Sip

8 – 10 June 2027
Vinexpo Asia - Hong Kong



theothersip.com



An event by

VINEXPOSIIUM

THERE IS ALWAYS ANOTHER SIP WORTH DISCOVERING.

Formerly Be No, **The Other Sip** responds to evolving consumer habits and growing buyer demand for new drinking alternatives.

No and low-alcohol beverages are now part of how people drink, menus are designed and portfolios are built. The Other Sip brings together a new generation of drinks for different tastes and occasions:



- No & low-alcohol wines
- Non-alcoholic beers and spirits
- Sparkling teas and tea-based drinks
- Plant, flower and botanical beverages
- Ready-to-drink products
- Kefir, kombucha and fermented drinks
- Functional and wellness-led beverages
- Adult soft drinks and premium alternatives
- New concepts beyond traditional drinks categories

A dedicated business environment for these products, connected to the wider drinks trade.

HONG KONG: A GATEWAY TO ASIA'S DRINKS TRADE

Powered by Vinexpo Asia, The Other Sip Hong Kong leverages the event's reputation to put no/low category in the spotlight.

IN 2026, THE EVENT BROUGHT:

14,273
TRADE
PARTICIPANTS

BUYERS
FROM
68
COUNTRIES

4,241
MEETINGS
SCHEDULED
VIA OUR BUSINESS
MATCHING SERVICE

REACH NEW MARKETS

Meet importers and distributors from China, Asia-Pacific and India, across retail, HORECA, duty-free and e-commerce.

UNDERSTAND LOCAL EXPECTATIONS

Exchange directly with buyers on flavours, formats, pricing and positioning, while building relationships across key Asian markets.

TAP INTO A GROWING CATEGORY

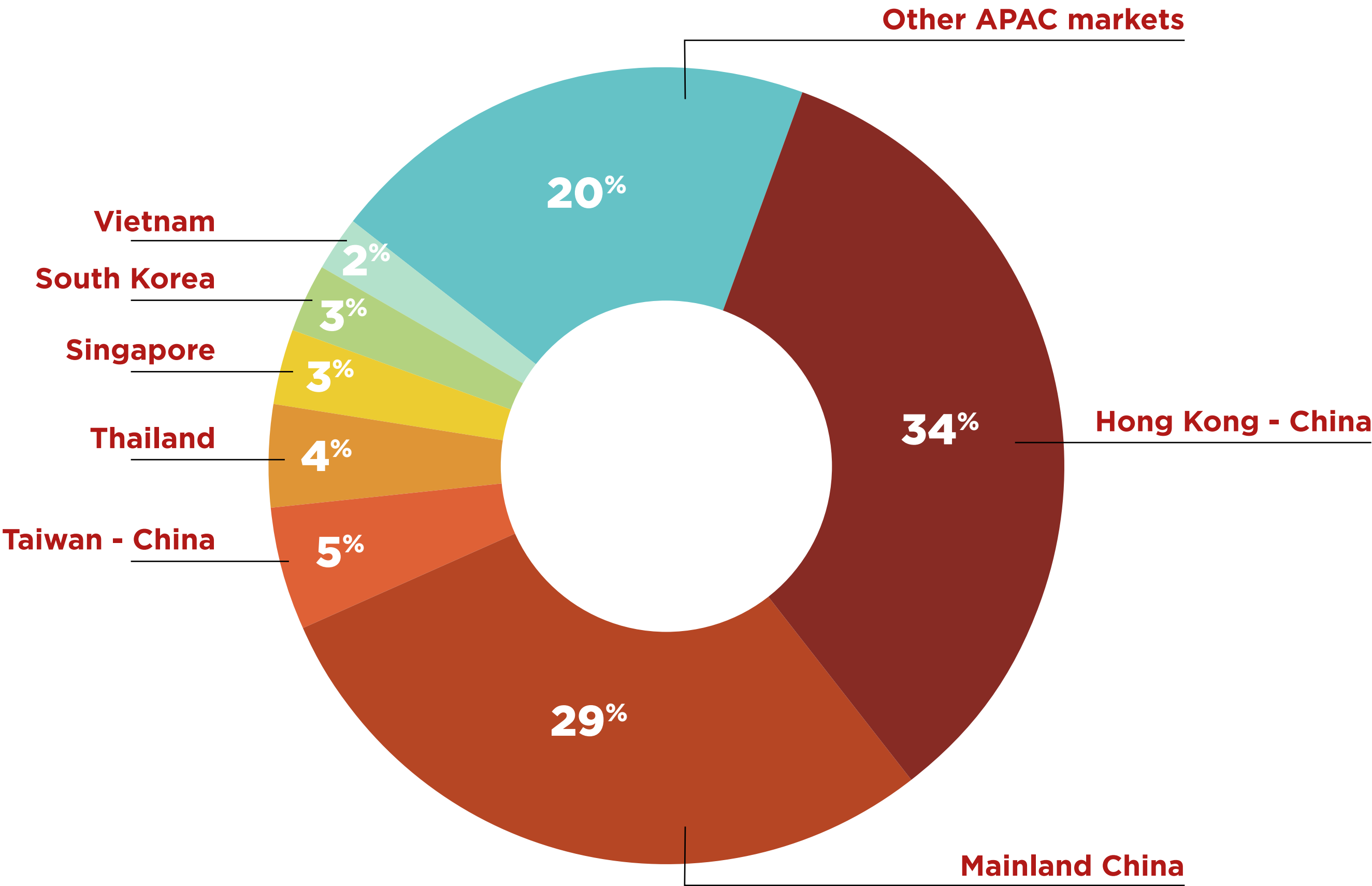
32% of Asia-Pacific consumers have tried no/low drinks. In China, half have tried the category, which grew by **9%** in 2025.

SHOWCASE YOUR PRODUCTS WITH EASE

Turnkey formats provide a ready-to-use space for tastings, meetings and product presentation.



WHERE DID BUYERS COME FROM IN 2026?*



THEY ATTENDED IN 2026

ALFA INTERNATIONAL PTE LTD Singapour	KATAOKA Japan
ASC FINE WINE Mainland China	KAZAKHSTAN WINES AND SPIRITS Kazakhstan
AUSSINO WORLD WINES & SPIRIT Mainland China	LINKS CONCEPT COMPANY LIMITED Hong Kong - China
COFCO W&W Mainland China	MIND SPIRITS Australia
CONTINENTAL WINES Hong Kong - China	MY9.COM Taiwan - China
CRUS & DOMAINES DE (M) SDN. BHD. Malaysia	NIHON SHURUI HANBAI CO.,LTD Japan
DONGWON WINEPLUS South Korea	ONE MINOR GROUP PTE LTD Singapour
EMART South Korea	PROCURE WINE MERCHANTS New Zealand
EVERGREEN LAUREL WINE COLLECTION Taiwan - China	SANSULA India
FUTURE TRADE INTERNATIONAL Philippines	TAI FUNG TRADING CO., LTD. Taiwan - China
ITALTHAI HOSPITALITY Thailand	VIETNAM CONSUMER GOODS IMPORT EXPORT COMPANY LIMITED Vietnam
JEBSEN BEVERAGE COMPANY LIMITED Hong Kong - China	

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

“ Here you have a high concentration of top buyers and importers who know the wine sector perfectly but are also searching for products with lower or no alcohol. It was very important for us to get direct feedback from the buyers, from the market, from people in Asia. ”

JOHANNES FIRMENICH
La maison Tea Royal, Austria

“ The non-alcoholic market continues to grow, which strongly confirms that it could be a real opportunity to expand our brand in the region. ”

MARCO MADONIA
Amaro Liborio, Italy



LET'S GO FURTHER IN 2027

Understanding local markets is key to doing business in Asia. Vinexpo Asia's complimentary Morning Market Briefings give exhibitors expert insights into market trends, consumer behaviour, regulations and commercial opportunities, before the show opens.



VALUABLE BUSINESS CONVERSATIONS.

The Other Sip Hong Kong gives no/low professionals a space to exchange expertise, discuss market developments and shape what comes next.

Through the Academy, experts and brands explore key industry topics. In 2026, sessions included “*Non-Alcohol in Fine Dining & Pairings*” and “*No & Low Alcohol: The Next Growth Engine for APAC*”.

BENEFIT FROM VINEXPO ASIA'S LONGSTANDING INFLUENCE

Extend your visibility beyond the show floor. The Other Sip 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
FROM

16

COUNTRIES

29

INFLUENTIAL INDUSTRY ASSOCIATIONS
ACROSS ASIA, CONNECTING EXHIBITORS
WITH QUALIFIED APAC BUYERS
AND DECISION-MAKERS

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, beer, cider, 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 or visit vinexpoasia.com ➡

BRING YOUR BRAND TO THE OTHER SIP HONG KONG 2027

BOOK YOUR STAND

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