

第23屆

23rd

香港冬日美食節

Hong Kong Food Festival

聖誕最大型美食盛會 創造節日黃金商機



25 - 29 / 12 / 2025

香港會議展覽中心 3號館

Hong Kong Convention & Exhibition Centre, Hall 3

主辦機構 :  香港亞洲展覽(集團)有限公司
Organizer  Hongkong-Asia Exhibition (Holdings) Ltd.

大會網站 Website :

food-expo.com.hk



冬日美食節 Food Festival



@hkfoodfestival



香港冬季購物節及冬日美食節



好玩好食香港地



聖誕黃金銷售檔期 盡在冬日美食節

Golden Sales Opportunity in X'mas just at Food Festival

「第23屆香港冬日美食節」將於2025年12月25至29日一連五天，於香港會議展覽中心盛大舉行！

除本地知名品牌及人氣食店外，展會更匯聚世界各地飲食文化，吸納了一眾日、韓、台、東南亞及海外品牌登陸美食節，務求展品包羅萬有，使「香港冬日美食節」成為本地最多入場人數的聖誕美食博覽。

大會更準備多項場內獎賞、消費抽獎及場內活動，如「聖誕免費美食放送」，在場內派發站免費派發美食予入場人士。美食節參觀人數每年持續上升！適逢聖誕佳節，零售市道暢旺，配合大會線上線下及會場宣傳廣告，香港冬日美食節絕對是商戶不可錯過的聖誕黃金銷售商機！

"The 23rd Hong Kong Food Festival" will be held from 25 to 29 December 2025 at the Hong Kong Convention and Exhibition Centre.

Along with the well-known local brands and popular stores, the all-embracing exhibition also gathers top brands from Japan, Korea, Taiwan, Southeast Asia, and worldwide, making the "Hong Kong Food Festival" the highest attendance Food Expo during Christmas.

Apart from the mouthwatering gourmet, the Organizer also prepares a series of on-site privileges, consumption lucky draw, and activities, such as the "Christmas Delights Giveaway", which distributes various free food and beverages daily, with a continuous increase in the number of visitors, along with the Organizer's online, offline, and on-site promotion, the Hong Kong Food Festival is a golden Christmas sales opportunity!

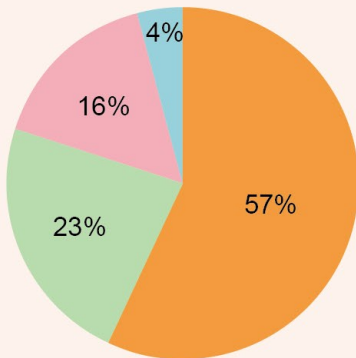
參展攤位約1000個!

(以上數字包括2024年同期4個展覽)

Approximately 1000 booths!

(The above number included all concurrent expos in 2024)

入場人士概況 Visitors' Profile



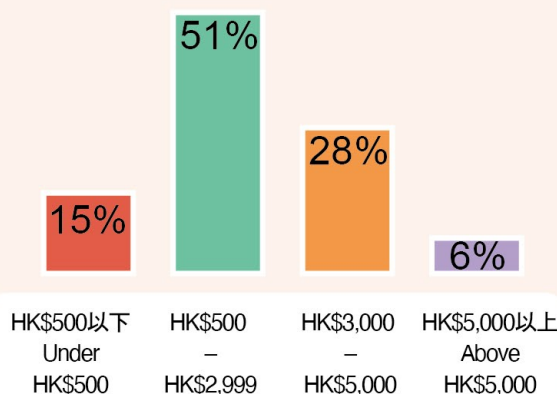
- 家庭 Family
- 情侶 Couples
- 年青人/學生 Teenagers/Students
- 專業買家 Professional Buyers

97%

入場人士會再次來臨!
of visitors will visit again

入場人士平均消費金額 Visitors' Average Purchase Amount

Visitors' Average Purchase Amount



特色展區 Themed Zones



日、韓、台食品及本地零食區

Tasty Food of Japan, Korea, Taiwan & Local Snacks Zone



至尊品牌區

Premium Brands Zone



東南亞特色食品區

South East Asia Flavour Food Zone



賀年食品、糧油及參茸海味區

CNY Food, Daily Essentials & Quality Dried Seafood Zone



養生保健及素食區

Health, Wellness & Vegetarian Food Zone



國際佳餚、美酒咖啡及甜點區

International Gourmet, Wine, Coffee & Dessert Zone

部分歷屆參展商及品牌 Previous Exhibitors and Brands

- | | | | |
|-------------------------|--|--------------|------------------------------|
| ★ 百佳超級市場 | PARKnSHOP | ★ 超力國際食品 | Chewy International Foods |
| ★ 益力多 | Yakult | ★ 屈臣氏蒸餾水 | Watsons Water |
| ★ 九龍維記牛奶有限公司 | Kowloon Dairy Limited | ★ 鴻福堂 | Hung Fook Tong |
| ★ 四洲集團 | Four Seas Group | ★ 雪花啤酒 | Snow Breweries |
| ★ 好立克 | Horlicks | ★ 上海么鳳 | Shanghai Food |
| ★ CPF HK | CPF HK | ★ 蓋記燕窩專門店 | First Edible Nest |
| ★ 草姬國際有限公司 | Herbs Generation International Limited | ★ 美味棧 | Yummy House |
| ★ Market Place by Jason | Market Place by Jason | ★ 日本命力 | Meiriki Japan |
| ★ 龍豐藥業 | Lung Fung Pharmaceutical | ★ 維特健靈 | Vita Green |
| ★ 仁御堂 | Yan Yue Tong | ★ 華潤堂 | CR Care |
| ★ 珍品李家 | Zhen Pin Li Jia | ★ 馬百良 | Ma Pak Leung |
| ★ 健康農場 | Health Farm | ★ 東方紅藥業 | Tung Fong Hung |
| ★ 同珍集團 | Tung Chun Soy Sauce | ★ 南北行 | Nam Pei Hong |
| ★ 榮華食品 | Wing Wah | ★ 王朝滴雞精 | Wang Chao |
| ★ 恆香老餅家 | Hang Heung Cake Shop | ★ 田原香 | Tian Yuan Xiang |
| ★ 嘉頓 | Garden | ★ 丸和日式食品有限公司 | Maruwa Japanese Food Limited |
| ★ KAWAI日本肝油丸 | Kawai | ★ 健康工房 | Health Works |
| ★ 位元堂 | Wai Yuen Tong | ★ 韓印紅 | Han Yin Hong |
| ★ 海天堂 | Hoi Tin Tong | ★ 啟泰藥業 | Kai Tai Hong Kong |
| ★ 鴻星集團 | Super Star Group | ★ Milk Top | Milk Top |
| ★ 壽桃牌 | Sao Tao | ★ Pokka Cafe | Pokka Cafe |

更多參展商不能盡錄

More exhibitors, not able to exhaustive



為甚麼參展 Why Exhibit?



擴大市場佔有率
To increase market share



鞏固行內地位
Stable market position



直接向各目標客群和用家推介新產品或服務
To introduce latest products or services for potential customers



短時間提升營業額
To boost sales timely



接觸更多新客戶
To explore new customers base



接收市場最新資訊，有效為品牌定位
To keep track on industry information and ensure effective brand positioning



「中小企業市場推廣基金」計劃，合資格展商可享50%展費資助
SME Export Marketing Fund, eligible exhibitors could enjoy 50% of the participation fee rebate



參展商評語 Exhibitors' Comments



鼎豐亞太代理有限公司

「對今次展會十分滿意，很多香港市民都願意消費支持本土牌子，銷情表現不錯！」

*資料來源：現場訪問

ACME ASIA HOLDINGS LIMITED

"I am highly satisfied participating in this exhibition. A significant number of local visitors were willing to support local brands, resulting in decent sales performance."

*Date Source: On-site Interview



湯二代國際有限公司

「今年人流非常好，入場人士消費意欲不錯，展會宣傳亦做得足夠。」

*資料來源：現場訪問

SOUPERBABY INTERNATIONAL LIMITED

"The traffic was excellent, and the willingness to spend among visitors was notable. The Organizer's promotion was also sufficiently effective."

*Date Source: On-site Interview



SINO MORUS HONG KONG COMPANY LIMITED

「這次展會人流很多，市民消費力十分強；大會提供的消費萬利券亦促進市民消費。」

*資料來源：現場訪問

SINO MORUS HONG KONG COMPANY LIMITED

"The exhibition had a significant footfall, visitors showed strong purchasing power. The 'X'mas Wow Coupon' provided by the Organizer could further stimulated consumer spending."

*Date Source: On-site Interview



入場人士評語 Visitors' Comments



彭太

「對攤檔的種類和定價均感滿意，雖然香港經濟不佳，但我今年的消費意欲並沒有受影響，只要對該貨品感興趣便會購買，沒有訂立預算。」

*資料來源：HK01

Mrs. Pang

"I am satisfied with the variety and pricing of the exhibits. Despite the poor economy in Hong Kong, my purchasing intention this year has not been affected. I will buy as long as I am interested in the product, without setting a budget."

*Data Source: HK01

邵先生

「在美食節活動花了500多元購買餃子、小籠包等急凍食品，我認為價格合宜。」

*資料來源：AM730

Mr. Shaw

"At the Food Festival, I spent over 500 dollars buying dumplings and other frozen foods. I find the prices decent."

*Data Source: AM730

呂女士

「在美食節買了不少食品，貨品比外面便宜一些。」

*資料來源：Yahoo新聞

Ms. Lu

"I bought a lot of food at the Food Festival, and the goods are cheaper than elsewhere."

*Data Source: Yahoo News

王先生一家

「特地帶了旅行箱來裝貨，計劃買些上次試過覺得好吃的食品，大概花了逾千港元。」

*資料來源：Yahoo新聞

Mr. Wong and his family

"I brought a suitcase specifically to store goods, am planning to buy some food that I tried last time and found delicious. I have already spent over a thousand Hong Kong dollars."

*Data Source: Yahoo News

高成效創意推廣 共贏宣傳計劃

Joint Promotion Programme

為參展商度身訂做的高效宣傳計劃，內容豐富、滲透力強！
要進一步提升展會期間的曝光率，加強產品和服務的重點宣傳，並強化品牌形象的參展商，萬勿錯過！
An efficient promotion plan with great ideas tailor-made for individual exhibitors!
Don't miss out the opportunity on reinforcing your brand image.

展會前之宣傳 Pre-show Advertisement

入場贈券 Complimentary Tickets

主辦機構廣發過百萬張入場贈券予零售商、食肆、樓宇及大型屋苑、機構等，並廣發邀請卡至新入伙樓宇。



Organizer widely distributes over 1 million of complimentary tickets to retail stores, restaurants, housing estates, organizations, and sends invitation Postcard to new occupation buildings.

展會期間之宣傳 On-show Advertisement

福袋廣告 Tote Bag Advertisement

大會於展覽期間在售票處向入場人士派發福袋，參展商可藉刊登福袋廣告，令入場人士第一時間接觸到品牌，增加品牌曝光率並加強品牌形象，大收宣傳之效及開拓商機。



Tote bags will be distributed to visitors during the exhibition period at the Ticketing Counter. Exhibitors are welcome to make advertisements on tote bags to increase brand exposures by having the visitors getting in touch with the brand just at the door.

入場券 Admission Ticket

顧客於售票處購買印有參展商廣告的門票，讓資訊直接傳遞至目標客群。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

聖誕美食放送 Christmas Delights Giveaway

在場內「美食放送」派發站免費派發美食予入場人士，以達宣傳之效。

The booth will distribute various free food and beverages every day.



展會場刊 / 消費萬利券

Show Guide Advertisement / Wow Coupon

主辦機構將於售票處及場內派發展會場刊，提供不同節目內容及優惠予入場人士，參展商可透過廣告及優惠券，吸引目標客戶。



Organizer widely distributes Show Guide and Wow Coupon at Ticketing Counter and in-hall organizer counters to attract more targeted customers.

全天候網上宣傳 Online Promotion

網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、開箱片、Instagram、微信及微博宣傳參展商資訊。

Expo info and exhibitor promotional information will be showcased on our online platforms, such as website, Facebook page, YouTube, Unbox video, Instagram, WeChat and Weibo.

其他宣傳計劃 Other Promotion Programme

多元化廣告形式 Diversified Advertising

- 展會入口燈箱廣告 • 會場背幕廣告 • 場內旗幟廣告
- Entrance light-box ads • Backdrop ads • Banner ads

現場節目 On-site Gimmicks

- 贊助產品 (供抽獎、台上特色活動或作展會入場禮品之用)
- 舉行新產品發佈會
- 產品或服務示範
- 行晒全場有著數
- Product sponsorship (for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Stamp Your Way to Festive Delights

主辦機構設有為參展商度身訂造之廣告宣傳計劃，歡迎查詢。
Welcome for enquiry about tailor made promotion campaign.

展覽線上及線下宣傳 Mass Show Promotion

大會在展覽3個月前進行廣泛線上及線下宣傳，包括於鐵路沿線廣告、電視植入式廣告、電台及網上媒體宣傳等。與知名連鎖零售店、食肆、地產商、物業管理及商會合作，於超過100個零售點、會所、商場等派發過百萬張入場贈券予目標客戶！

The Organizer will start mass online and offline promotion 3 months before show, including MTR advertisement, TV Placement Marketing, radio, online media and platform promotion, etc. Besides, the Organizer partner with well-known chain stores, restaurants, developers, property management, associations, to distribute million of complimentary tickets at over 100 spots!

廣泛放置戶外廣告、鐵路沿綫及電車車身廣告宣傳 Mass Outdoor, MTR and Tram Body Advertisement



於鐵路沿綫放置12封大燈箱廣告、4封燈箱廣告及全條電梯廣告等，亦於電車車身及人流眾多的地點如銀座廣場，新世紀廣場，北角匯，新港城中心，新都城中心等加設電子屏幕廣告。

12-Sheet, 4-Sheet Lightbox and Whole Escalator Crown advertisement at all major MTR stations. Advertising on Tram Body, displaying outdoor Billboard and Digital Panel at crowded places such as Ginza Square, MOKO, Harbour North, Most Town and MCP etc.

電視、電台、雜誌廣告、網上媒體及網紅宣傳、傳媒廣泛報導 TV, Radio, Magazine, Online Promotion and Media Coverage



TVB News、東張西望、有線新聞、商業電台、on.cc東網、星島頭條、NOW新聞、HK01、明報、經濟日報、AM730、CosMart、Home Journal、TOPick、ULifestyle、新假期、家家有求、HOY資訊台、網紅arhoTV、Sasa Channel、Holiday Smart、親子王國、橙新聞等。

TVB News, TVB Scoop, i-CABLE News Channel, Commercial Radio Hong Kong, on.cc News, Sing Tao News, NOW News, HK01, Ming Pao, Hong Kong Economic Times, AM730, CosMart, Home Journal, TOPick, ULifestyle, Weekend Weekly, HOY Home Fix, KOL arhoTV, Sasa Channel, Holiday Smart, Baby-Kingdom, OrangeNews.hk etc.

更多宣傳及派發入場贈券渠道

新世紀廣場、北角匯、民坊、順豐速運、九龍巴士、Hopewell Cluster、西九龍中心、和民集團、BreadTalk集團、嚙高美集團、牛一飲食集團、添好運點心專門店、翡翠餐飲集團、Dr. Kong 健康鞋專門店、香港蘇寧、Beans、Storellet、Global Link、堅信號等。

More Promotion and e-Complimentary Ticket Distribution Channels
MOKO, Harbour North, People's Place, SF Express, KMB, Hopewell Cluster, Dragon Centre, Watami Group, BreadTalk Group, Taste · Gourmet Group, Nabe One Hong Kong, Tim Ho Wan, Crystal Jade, Dr.Kong, Suning, Beans, Storellet, Global Link, Ging Sun Ho, etc.

參展方式

標準攤位：3米x3米 (9平方米)

參展費用：每平方米港幣3,690元/美金476元

設施：圍板、地氈、公司名牌、2支燈、1張桌子、2張椅子、清潔服務及基本保安

空地攤位：最少18平方米

參展費用：每平方米港幣3,328元/美金429元

設施：清潔服務及基本保安

付款方法及訂位細則

參展商於簽訂參展合約時須付50%之金額，劃線支票抬頭請寫「香港亞洲展覽(集團)有限公司」。餘款須於展覽會3個月前付清，逾期者作棄權論，而主辦機構則可將其攤位出售，至於已繳之款項將不獲退還。

Participation Format

Standard Booth : 3m x 3m (9 square meters)

Participation fee : HK\$3,690/ US\$476 per square meter

Facilities : Partitions, carpeting, fascia with company name, 2 spotlights, 1 information desk, 2 chairs, cleaning service, basic security service


Raw Space : At least 18 square meters

Participation fee : HK\$3,328/ US\$429 per square meter

Facilities : Cleaning service and basic security service

Payment

A deposit of 50 % of the total amount must be paid upon signing the participation contract. A crossed cheque should be made payable to "Hongkong-Asia Exhibition (Holdings) Ltd." with the balance should be payable 3 months prior to the exhibition. Failure to pay on time will mean withdrawal from the exhibition. It is at the organizer's sole discretion to re-sell the booth. The entire paid deposit will then be forfeited.

主辦機構:  香港亞洲展覽(集團)有限公司
Organizer: Hongkong-Asia Exhibition (Holdings) Ltd.

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