

第24屆

24<sup>th</sup>

# 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



**24 - 28 / 12 / 2026**

香港會議展覽中心 3號館

Hong Kong Convention & Exhibition Centre, Hall 3



主辦機構：  
Organizer



香港亞洲展覽(集團)有限公司  
Hongkong-Asia Exhibition (Holdings) Ltd.

大會網站 Website :  
[food-expo.com.hk](http://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

ESGOne  
一好禮  
Green Member





# 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24屆香港冬日美食節」將於2026年12月24至28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肆外，展會更匯聚各國美酒佳餚，包括一眾日、韓、台、東南亞及海外品牌登陸美食節，務求展品包羅萬有，從而吸引更多入場人士及旅客，使「香港冬日美食節」成為本地最多入場人數的室內聖誕美食展覽。

適逢聖誕購物旺季，零售市場氣氛高漲！配合大會強勢的線上線下宣傳及場內廣告，香港冬日美食節將成為商戶搶攻聖誕黃金檔期的理想平台。大會精心策劃多項場內獎賞及互動活動，為入場人士帶來驚喜體驗，勢必引爆人潮。香港冬日美食節歷年參觀人數持續攀升，人氣鼎盛，銷售潛力無限！

"The 24th Hong Kong Food Festival" will be held from 24 to 28 December 2026 at the Hong Kong Convention and Exhibition Centre.

In addition to well-known local brands and popular eateries, the exhibition also brings together gourmet food and fine wines from around the world, featuring Japanese, Korean, Taiwanese, Southeast Asian, and other international brands. The aim is to offer a diverse range of products to attract more visitors and tourists, making the "Hong Kong Food Festival" the largest indoor Christmas food exhibition in terms of attendance in the city.

During the peak of the Christmas shopping season, retail market is buzzing with excitement! Supported by the event's powerful online and offline promotions and extensive on-site advertising, the Hong Kong Food Festival stands as the ideal platform for businesses to capture the golden Christmas sales period. The Organizer has planned a variety of on-site rewards and interactive activities to deliver delightful experiences for visitors, guaranteed to draw massive crowds. Year after year, attendance at the Hong Kong Food Festival continues to rise, enjoying overwhelming popularity and offering limitless sales potential!

參展攤位約**1000個**!

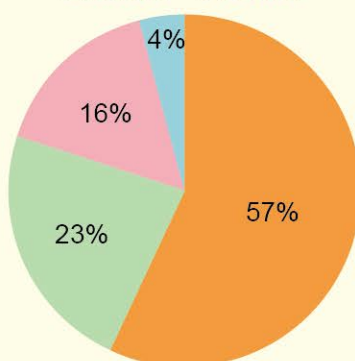
(以上數字已包括同期舉行3個另外展覽)

Around **1000** booths!

(The total number of booths already included the three concurrent expos)

## 入場人士概況

Visitors' Profile



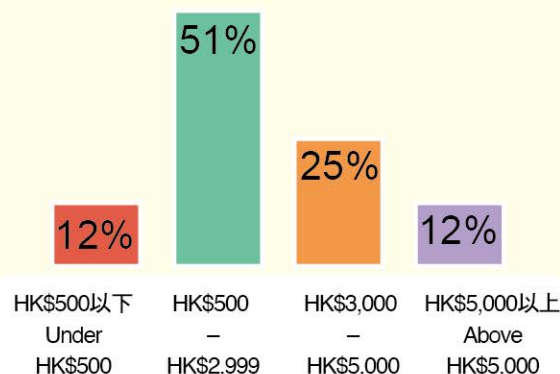
- 家庭 Family
- 情侶 Couples
- 年青人/學生 Teenagers/Students
- 專業買家 Professional Buyers

**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





# 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



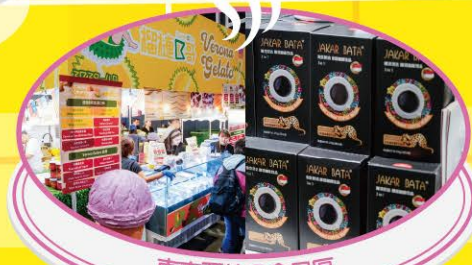
至尊品牌區

Premium Brands Zone



賀年食品、糧油及參茸海味區

CNY Food, Daily Essentials & Quality Dried Seafood Zone



東南亞特色食品區

South East Asia Flavour Food 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



接觸更多新客戶  
To explore new customers base



## 參展商評語 Exhibitors' Comments



### 業昌食品有限公司

「很多客人都留港消費，整體人流超出我們的預期，銷售額亦有所增加。我們亦留意到大會各方面的宣傳非常足夠。」

\*資料來源：現場訪問

### YIP CHEONG FOOD COMPANY LIMITED

"Many customers stayed in Hong Kong to spend, and the overall foot traffic exceeded our expectations, with sales also increasing. We also noticed that the event's promotion in all aspects was very sufficient."

\*Date Source: On-site Interview



### 華商顧問有限公司

「參展之後越來越多人認識我們品牌，整體我們都很滿意展覽人流，銷售額也提升了不少。」

\*資料來源：現場訪問

### CHINA MERCHANT CONSULTANTS LIMITED

"After participating in the exhibition, more people have become familiar with our brand. Overall, we are very satisfied with the visitor traffic at the exhibition, and our sales have also increased significantly."

\*Date Source: On-site Interview



### 石籬粉仔有限公司

「我們選擇美食節主要是為了增加我們品牌知名度，令更多人認識我們。今年人流非常多，消費意欲也很高。」

\*資料來源：現場訪問

### SHEK LEI NOODLE LIMITED

"We chose the Food Festival mainly to increase our brand awareness and let more people know about us. This year, the visitor traffic was very high, and the willingness to spend was also strong."

\*Date Source: On-site Interview



## 入場人士評語 Visitors' Comments



### 張小姐一家

「我經常都會來美食節，因為這裏有東西吃，價格也優惠。有合適的就多買。」

\*資料來源：大公文匯

### Ms. Cheung and her family

"I often come to the Food Festival because there's food here and the prices are favorable. If I find something suitable, I'll buy more."

\*Data Source: HKTKWW

### 朱先生一家

「剛買了1千元海味、海參等年貨，今個假期沒有外遊，所以帶女兒來逛逛，當是一個家庭節目；其他家族成員就買得多，有人買了近萬元。」

\*資料來源：香港商報

### Mr. Chu and his family

"I just bought HK\$1,000 worth of dried seafood, sea cucumbers, and other New Year goods. We're not traveling abroad this holiday, so I brought my daughter here for a stroll, treating it as a family activity. Other family members bought even more someone spent nearly HK\$10,000."

\*Data Source: HK Commercial Daily

### 梁先生

「主要是來購買一些賀年物品，如參茸海味等，這裡的小吃種類繁多，來自世界各地，選擇十分豐富。」

\*資料來源：香港新聞網

### Mr. Leung

"The main purpose is to buy some festive items, such as ginseng and dried seafood. There's a wide variety of snacks here from all over the world, offering plenty of choices."

\*Data Source: HKCNA

### 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、巴士車身廣告、網上媒體宣傳，包括邀請KOL及於Facebook、Instagram、YouTube等網上平台宣傳。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 and bus body advertisement, online media and platform promotion, including inviting KOL and promoting on online platforms such as Facebook, Instagram, YouTube, etc. Besides, the Organizer partner with well-known chain stores, restaurants, developers, property management, associations, to distribute millions of complimentary tickets at over 100 spots!

## 廣泛放置戶外廣告及鐵路沿綫廣告宣傳 Mass Outdoor and MTR 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，亦於人流眾多的地點如銀座廣場，新世紀廣場，北角匯，合和商場，西九龍中心，九龍城廣場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 outdoor Billboard and Digital Panel at crowded places such as Ginza Square, MOKO, Harbour North, Dragon Centre, Kowloon City Plaza, etc.

## 電視及主流報章廣告、網上媒體及網紅宣傳、傳媒廣泛報導 TV, Major Newspaper, Magazine, Online Promotion and Media Coverage



TVB News、東張西望、有線新聞、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、Sunday Kiss等。

TVB News, TVB Scoop, i-CABLE News Channel, 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, Sunday Kiss, 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、KMB、Hopewell Cluster、西九龍中心、和民集團、BreadTalk集團、嚕高美集團、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、冒險樂園、NAMCO、大生超市、高德地圖、易賞錢、CHARGESPOT等。

### More Promotion and 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, Jumpin Gym U.S.A., NAMCO, DS Groceries, Amap, MoneyBack, CHARGESPOT, 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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