



30
YEARS
celebration

8-11 MAY 2017

HONG KONG CONVENTION AND EXHIBITION CENTRE

【Press release】

【Immediate release】

HOFEX Excellence Presence in Asia for 30 Years Revolutionary “Mixed Barista Arts” Coffee Competition Challenges Talented Barista All-round Skill

(2 May 2017, Hong Kong)The 17th International Exhibition of Food & Drink, Hotel, Restaurant & Foodservices Equipment, Supplies & Services will open from 8-11 May in Hall 1, 3 and 5 at Hong Kong Convention and Exhibition Centre (HKCEC). As Asia’s leading food & hospitality tradeshow, the biennial event dedicates to provide premium food, beverage and foodservice equipment to trade buyers from all around the world.

This year marks a significant milestone for HOFEX’s 30th anniversary in the thriving food and hospitality scene. Undertaking the past successes, HOFEX 2017 will showcase over 10,000 high quality catering products which are divided into sectors in “foodservice equipment & supplies”, “catering technology”, “food & drinks”, “bakery & confectionery” and “wine & spirits” in the expanded 66,000 m² exhibition space. Over 2,500 international exhibiting countries from 72 countries and regions, as well as 45 national pavilions will swarm at the world’s top food and equipment trading platform, creating vibrant business opportunities to 50,000 hotels and catering trade buyers.

Brand New Coffee Competition “Mixed Barista Arts” Makes Its Debut in HOFEX 2017

With an aim to discover the best barista who has a full compatible knowledge and skills of coffee making, HOFEX 2017 organises a brand new barista contest - “Mix Barista Arts” (MBA). Distinguished from other coffee competitions that focus on the tasting challenge, MBA is a comprehensive competition by testing contestants’ practical skills; from assembling a grinder, making a shot within a designated time, creating the best latte art, to cooperating with the team efficiently. Contestants have to shine in all stages to be crowned as the best all rounded barista in Asia.

MBA, one of the flagship contests in HOFEX, will be held from 8-11 May 2017 at the Bean2Cup @ HOFEX. The specialised sector will showcase a selection of hundreds of coffee bean, roasters,

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grinders, espresso machines and barista tools, etc. for professional barista to try and trade.

“MEAT @ HOFEX” Highly Popular Prime Meat Tradeshow Continues in HOFEX 2017

HOFEX 2015 laid a good foundation for the first top-notch meat hall in Asia—“MEAT @ HOFEX” to satisfy Asia consumers’ needs for high quality meat. In response to the overwhelming demand, HOFEX 2017 will continue the MEAT @ HOFEX sector to provide high quality meat products to buyers, with some highlights of competitions and educational seminars, including The 2nd Butchery Skills Challenge as part of the renowned Hong Kong International Culinary Classic (HKICC), The 5th Spanish Ham Slicing Competition, sausages preparation and cooking and so on, to promote the intricate art of butchery skills.

Wine Masters Gather in International Wine & Spirits Trade Fair PROWINE ASIA @ HOFEX

The largest international wine & spirits trade fair “ProWein” has joined hands with HOFEX to make the Hong Kong’s debut of PROWINE ASIA @ HOFEX in Hall 5D and 5E. PROWINE ASIA @ HOFEX will showcase the high-quality wines, beers, professional wine equipment and accessories. Meanwhile, Jancis Robinson, OBE, MW, the member of the Royal Household Wine Committee advising on the Queen’s cellar will kick start two seminars about wine tasting on the first day of the show. Besides, Debra Meiburg, MW, the first recipient of the Master of Wine title in Asia, is also going to host the Asia Wine Summit, making an in-depth discussion about trends and challenges of the Asian wine industry with other recognised wine experts. Apart from the wine summit, PROWINE ASIA @ HOFEX also provides dozens of different champagnes for tasting in the Hong Kong’s first-ever premium champagne lounge.

The Largest Asian’s Leading Food & Hospitality Tradeshow

HOFEX Provides the Excellent Food Beverage and Service Equipment to Buyers

HOFEX has consistently brought Asian food and hospitality industry towards profession and introduced international products and services to Asia. Building on the tremendous success of its inception since 30 years ago, HOFEX has already developed as the most well established international food and drink, hotel, restaurant and foodservice equipment, supplies and service exhibition. HOFEX 2017 will continue to showcase an array of high quality food, meat, coffee, wine and spirits, as well as the brand new equipment and hospitality technology. By providing a global platform for networking, highlighted events such as Allworld Open Cup – Presented by BOLS, Asia

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Wine Summit, IFMA's World Workplace Asia 2017, Hospitality Design Forum and Asian Catering Equipment (ACE) Awards will also be held during HOFEX 2017.

(For more information of HOFEX 2017, please visit www.hofex.com)

Opening Times

8-10 May	(Monday-Wednesday)	10:30 am to 6:30 pm
11 May	(Thursday)	10:30 am to 5:00 pm

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