

FHT
FOOD & HOSPITALITY
THAILAND

Co-located with:



SIPS & SPIRITS ZONE



YOUR GATEWAY TO THAILAND'S EXPANDING BEVERAGE MARKET

The **Sips & Spirits Zone** is a premier business platform dedicated to alcoholic and non-alcoholic beverages within **Food & Hospitality Thailand (FHT) 2026** — Thailand's leading international trade show for the food, beverage, and hospitality industry.

This specialized zone connects **producers, importers, distributors, and hospitality buyers** seeking new brands, products, and partnerships. Exhibitors will gain direct access to Thailand's fast-growing beverage market, driven by tourism, evolving consumer lifestyles, and rising demand for premium experiences.

Showcase your innovations, expand your distribution channels, and build meaningful connections with key decision-makers from hotels, restaurants, bars, and retailers — all under one roof at **FHT 2026**.

GROWTH OPPORTUNITIES IN THAILAND'S DRINKS INDUSTRY



The Thai alcoholic drinks market is projected to reach a valuation of approximately THB 250 billion by 2029, with a steady growth rate fueled by tourism, urbanization, and rising disposable incomes. The market growth is forecasted at around 3.5-4.5% annually over 2025-2027.



DEMAND
IN HOSPITALITY

The rebound in international travel boosts demand in hospitality venues, hotels, and bars, especially in tourist hotspots like Bangkok, Phuket, and Pattaya.



HIGH -QUALITY SPIRITS

In 2025, Thailand's restaurant and fine dining scene is driven by premiumization, craft spirits, and evolving tastes, with a growing demand for unique, and high-quality spirits paired with culinary experiences.



Recent government policy changes extending pub & bar operating hours to 4 a.m. have increased beer and alcoholic beverage sales by 6-7%, facilitating greater revenue generation opportunities.



Since 2024, The wine import duties will be exempted from the current rate of 54-60% and the wine tax will be lowered to 5% from 10%. The local spirits will be exempted from the current rate of 10%.

FHT2025 AT A GLANCE

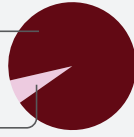
TOTAL ATTENDEES

30,909



LOCAL VISITORS
93.53%

OVERSEAS VISITORS
6.47%



EXHIBITORS

379 FROM **18**
PARTICIPANTS COUNTRIES
/REGIONS



BUSINESS MATCHING

FROM **811** MATCHES
264 BUYERS

Buyers Classified by Company's Main Activity

Food & Beverage Business
(Restaurant, Bar, Café)



40.05%

Hospitality and Tourism
(Hotel, Resort, Service Apartment)



15.82%

Importer / Exporter / Distributor / Wholesaler



14.35%

Service Provider
(Cleaning/Architecture/Interior)



9.28%

Food & Beverage Manufacturer



7.6%

Retailer / E-Retailer



12.9%



Wine MASTERCLASS



BOOK YOUR SPACE



HOW TO EXHIBIT

Sips & Spirits Pavilion

3,300 USD



Corner Booth - Limited Availability

Booth size: 6 sqm / Dimension: 2m x 3m

Exhibition Package Includes:

- Floor Space, Fascia, Carpet, Partition, Fluorescent Lighting, 5-Amp Socket, 1 Information Counter, 1 Display Stand, 2 Chairs, and Wastepaper Basket
- 24 Wine Glasses with 1 Rack
- 1 Spittoon
- Shared Washing Area
- LeadGrab Application for Onsite Lead Scanning and Managing Lead Generation
- 12-Month Subscription to Informa Markets' Food & Hospitality Digital Community Platform, Saladplate
- **Join 1 activity session in Sips & Spirits Experience. (The activity format to be confirmed)**

*Additional charges (optional): Ice, Additional wine glasses & racks

SIPS & SPIRITS HIGHLIGHT ACTIVITIES



THAILAND HOTEL Bartenders' Championship

Cocktail Workshop

Knowledge & Inspiration SESSIONS

Buyer Classified by Job Function

41.63%

Owner/ President/ CEO/ MD / GM/ C-Suite Management

25.56%

Marketing/ Business Development

9.76%

Purchasing/ Procurement

9.25%

F&B & Catering Management / Consultant / Advisor

8.97%

Executive Chef/ Chef/ Barista / Bartender / Mixologist / Sommelier

4.83%

Engineering & IT Management / Architect / Interior Designer

For more information, please contact your nearest offices

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