

The 32nd International Exhibition for Food & Drink, Hotel, Bakery, Restaurant
& Foodservice Equipment, Supplies & Services



FHT
FOOD & HOSPITALITY
THAILAND

Co-located with:

HOTEL & SHOP PLUS
Thailand

HOTELEX
Thailand

19-22 August 2026

QSNCC, Bangkok

@FHTEvent | foodandhospitalitythailand



www.FHTEvent.com

Organised by:

 **informa**markets



Hospitality, Food & Beverage Portfolio of Events by Informa Markets

Food & Hospitality China (FHC)
Food & Hospitality South China
HOTELEX Shanghai & Shenzhen
HOTELEX & Shop Plus Shanghai & Shenzhen
ProWine Shanghai

Seoul Food & Hotel (SFH)

HOFEX
ProWine Hong Kong
Restaurant, Bar & Cafe Hong Kong

America Food & Beverage Show, FL
Food & Hospitality LATAM, FL
Natural Products Expo West, CA
National Restaurant Show, IL

FHA Food & Beverage
FHA Horeca
ProWine Singapore

CAMFOOD & CAMHOTEL

Food & Hospitality Thailand (FHT)

Abastur, Mexico

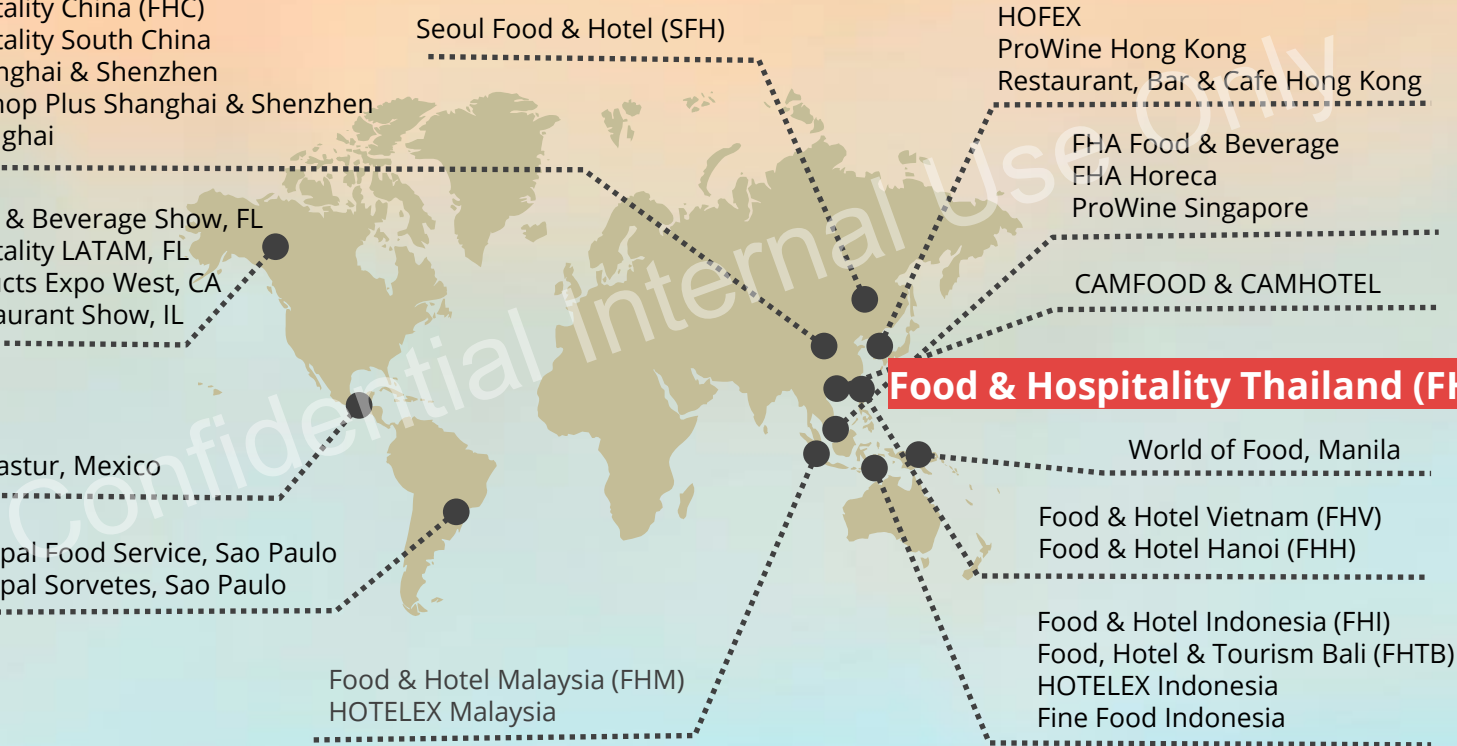
World of Food, Manila

Fispal Food Service, Sao Paulo
Fispal Sorvetes, Sao Paulo

Food & Hotel Vietnam (FHV)
Food & Hotel Hanoi (FHH)

Food & Hotel Malaysia (FHM)
HOTELEX Malaysia

Food & Hotel Indonesia (FHI)
Food, Hotel & Tourism Bali (FHTB)
HOTELEX Indonesia
Fine Food Indonesia



FHT Receives Full Industry Support

Supported by:

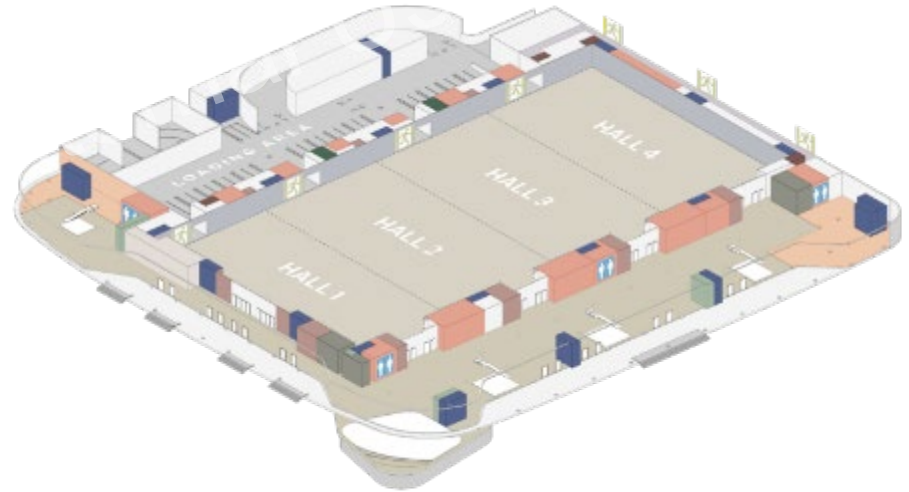


Supported by:



Exhibition Venue

Queen Sirikit National Convention Center, Bangkok, Hall 1-4, Level G



Co-Located Event

HOTEL & SHOP PLUS Thailand



China's top trade show for hotels and commercial spaces for more than three decades, is once again co-located with FHT for its second year. This event provides a valuable trade platform tailored for industry professionals in the hospitality and commercial space sectors throughout Asia. It brings together leading suppliers, offering a diverse range of products including bathroom & swimming pool & sauna, wall & floor coverings, outdoor & interior design, smart hotel, decorative lighting, intelligent control systems, room amenities, hotel textiles & uniforms and commercial design.

HOTELEX[®] Thailand



A vital component of Thailand Tourism & Hospitality Week, aimed at delivering solutions that meet the needs of distributors, importers, and manufacturers in the hotel and catering sectors. It serves as an ideal platform for enhancing business operations to meet the diverse needs of customers. HOTELEX Thailand encompasses the entire spectrum of the hospitality and catering value chain, from catering equipment supply and tableware to food and beverages, bakery, ice cream, coffee, tea, wine, spirits, and more.

Exhibitor Profile

Food & Beverage / Chilled & Frozen Food / Canned & Processed Food / Fresh Produce / Halal Food / Health & Organic / Future Food / Fine Food / Meat & Poultry / Seafood / Ready-to-eat / **Coffee & Tea** / **Bakery & Pastry** / Confectionary / Chocolate / Sweets / Dairy Products / Ice Cream Products & Ingredients / **Wine & Spirits** / Beer / Cocktail / Syrup / Bar Equipment & Supplies / **Foodservice & Kitchen Equipment & Supplies** / Bakery Equipment & Supplies / Coffee Equipment & Supplies / Cookware / Food Preparation / Ice Cream Making Equipment / Ice Making Equipment / Refrigeration / Chillers / Freezers / Storage / Trolleys / Vending & Dispensing Machines / **Hospitality Equipment & Supplies** / Bathroom Fittings & Supplies / Bedding & Linen / Furniture & Furnishings / Interior Design Services / Guest Amenities / Lighting / Outdoor Furniture / Tableware & Glassware / Cutlery / **Cleaning Supplies & Equipment** / Laundry Machine / **Spa & Lifestyle Services & Supplies** / Fitness & Leisure / **Hospitality & Retail Technology Products & Services** / Accounting / Billing Software / Bar Coding / Scanners / Food & Beverage Management Systems / In-Room Technology / Entertainment / Internet / Telecommunications Systems / Payroll Systems / Point-Of-Sale Systems (POS) / Property Management Systems (PMS) / Reservation Systems / Safes / Door Lock / Security & Safety Systems

Visitor Profile

Airlines / Cruise Liners / Rail / Catering / Barista / **Cafe / Coffee Shop** / Food & Beverage Importers, Distributors, Wholesalers / Food & Beverage Manufacturers & Processors / Foodservice & Kitchen Equipment & Supplies Importers, Distributors, Wholesalers / Government & Trade Associations, **Hotel / Restaurant** / Resort / Country Club / Service Apartment / Quick Service Restaurants / **Cloud Kitchen** / Property Owner / Developer / **Retailers** / Hypermarket / Supermarket / Department / Grocery / Convenience Stores / **Bar / Bartenders / Sommeliers / Individual Chefs** / Wine & Spirits Importers, Distributors, Wholesalers / **Hospital / Wellness Center** / Spa & Lifestyle Owners & Management / Sport Clubs / Fitness / Media

8 Key Product Sectors



Food & Drinks



Café & Bakery



Sips & Spirits



Shop & Retail



**Hospitality
Style**



**Foodservice
Equipment**



**Hospitality
Technology**



**Cleaning Supplies
& Equipment**

2025 Post Show Report



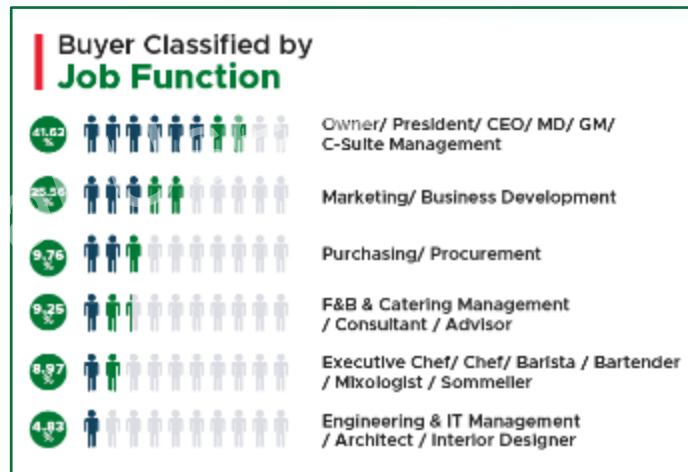
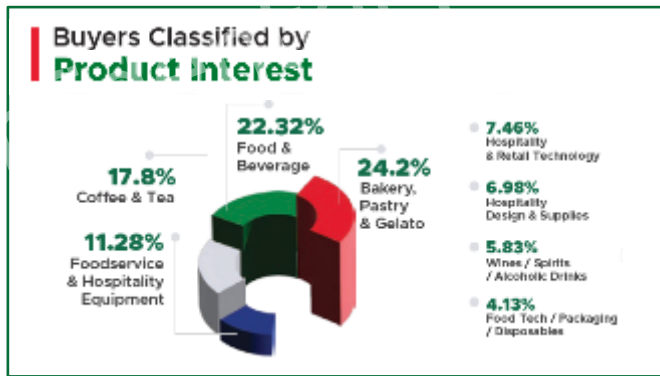
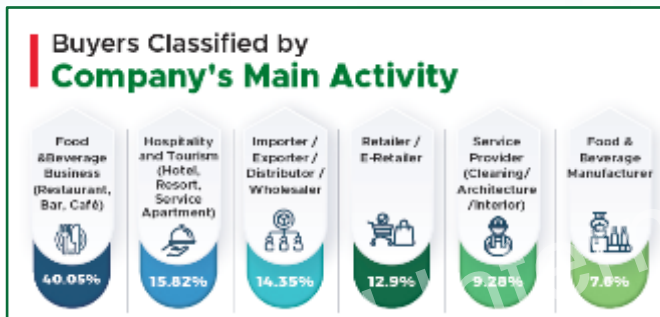
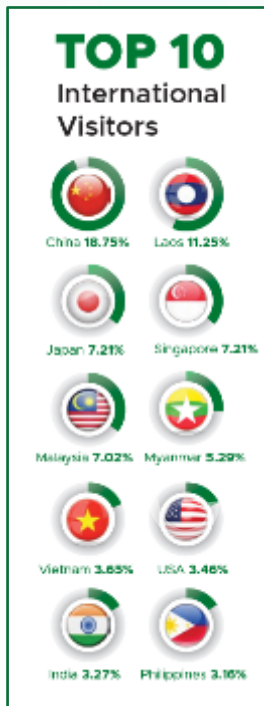
6.16% Increase



7.81% Increase



2025 Post Show Report



WHY YOU SHOULD EXHIBIT AT FHT 2026

Discover Thailand's Thriving Alcohol Business Landscape!



2024 approximately 20.9 million people consume alcohol which increase around 3.9 million people from 2021. In Thailand has 2,119 domestic alcoholic producers, and importing rate still increase around 16% per year

High-quality trade visitors



Meet over 30,000 attendees from hotel owners, restaurant operators, distributors, importers, chefs, and decision-makers looking for the latest innovations.

Grow Your Network Boost Your Business



FHT is not only an exhibition, it's a dynamic networking hub. Engage with fellow exhibitors, suppliers, buyers, and industry leaders to expand your network and forge valuable partnerships.

New tax rate for importing alcohol



In the early of 2024 Thai government impose new tax rate for imported alcoholic beverage. (see more next page)

New tax rate for importing alcohol



New tax rate for importing alcohol: In the early of 2024 Thai government impose new tax rate for imported alcoholic beverage.

- Wine and Fruit wine originally taxed base on value. Wine and sparkling that have recommended retail price is exceed 1,000 baht collect with 10%, if not more than 1,000 baht collect at 0%, now adjusted to single rate at 5% and the tax rate based on alcohol content was reduced from 1,500 baht per liter at 100 degrees to 1,000 baht per liter at 100 degrees.
- Fruit wine: The recommended retail price exceeding 1,000 Baht at 10% and the recommended retail price not exceeding 1,000 baht at 0% has been reduced to 0% in total, and the tax rate based on alcohol content is 900 baht per liter at 100 degrees.
- Fermented Liquor
 - Local fermented liquors, such as *O* (rice wine), *Ka Che* (fermented beverage), and *Sato* (Thai rice wine), containing no more than 7 degrees of alcohol, were previously subject to an ad valorem tax of 10%, which has now been reduced to 0%, while the specific tax remains at 150 Baht per liter of pure alcohol (100 degrees).
 - Fermented liquors containing distilled spirits and having an alcohol content exceeding 7 degrees remain subject to an ad valorem tax of 10%, and the specific tax has been increased from 150 Baht per liter of pure alcohol (100 degrees) to 255 Baht per liter of pure alcohol (100 degrees). [\(Link\)](#)

Market insight



- Referring to Thansettakij show that Thailand 2025 alcohol market in Thailand has value over 300 million baht. According to Krungsri research, Thailand alcohol beverage rise around 1-2 % per year ([Link](#))
- According to Alejandri Bria Mas, SWS, DipWSET, Director at the wine Link (Asia)Limited said that Thailand's wine trade has long been shaped by two powerful forces which is tourism and regulation. The Bangkok wine bars, high-end restaurants, and luxury hotels is the main factor that building wine culture in Thailand. Roughly 90% of wine sold still retail under 28 \$ and that is the sweet spot. The tax reforms allow wine to enter this price tier, unlocking real potential for growth. In Thailand red wine still dominates (85% of consumption), while momentum for whine, rose, and sparkling wines particularly in nightlife and resort setting. ([Link](#))
- Growth driver for the Thailand Alcoholic beverage:
 1. Shifting Consumer Preferences and Changing Demographics
 2. Premiumization Trend:
 3. Cultural and Social Factors

Example of wine importer and distributor in Thailand

- o Ambrose Quality wine & spirits
- o Bangkok Beer & Beverages Co., Ltd.
- o Independent Wine & Spirit Thailand
- o Wishbeer
- o Wine Gallery
- o The Wine Merchant Co., Ltd.(Thailand)
- o Wine Garage
- o Vinum Lector
- o Vanichwathana
- o Winefive (Wine5)
- o iDeal FMCG Distribution
- o Blackbird Siam Ltd.
- o Import Stories Co., Ltd.
- o Comptoir Francais Du Vin Co., Ltd.
- o TA Beverage Distribution Co., Ltd.
- o African Roots Wine (Pty) Ltd
- o Bangkok Liquor
- o DZ Wine (Thailand) Ltd
- o CHATEAU DE POTIRON
- o France Gourmet Co., Ltd.
- o GLT Italia Co., Ltd.
- o Harvest Creation Co.,Ltd.
- o Orange Code Co., Ltd.
- o Pacer Grow Co., Ltd.
- o Tanawat Industrial Co., Ltd.
- o Life Elixir Co., Ltd.

2025 Sips & Spirit Village



2025 Highlight Buyers

Hotel



Restaurant



Food Delivery

2025 Highlight Buyers

Café & Bakery



Retail



Pub & Bar



Airline



Health & Wellness



Academic & Institute



2025 Seminars & Activities

30+ Seminars

30+ Activities and Workshops

4 National Competitions

Confidential Internal Use Only

2025 Seminars & Workshops



French Wine Masterclass Burgundy



From Local Craft to Global Pairing



The Rare and Native Wines of Oltrepò Pavese



Cocktail Workshop

Thailand Hotel Bartender's Championship 2025



2025 Highlight Videos

DAY 1



<https://www.youtube.com/watch?v=x10-350eCMc>

DAY 2



https://www.youtube.com/watch?v=pmITr79_bfY

DAY 3



<https://www.youtube.com/watch?v=RfGI3dJ6bvl>

DAY 4



<https://www.youtube.com/watch?v=fL0GcH2QMkg>

Promotional Material for Exhibitor

**FHT is not Just an Exhibition
A Full PR Package for Your Business!**

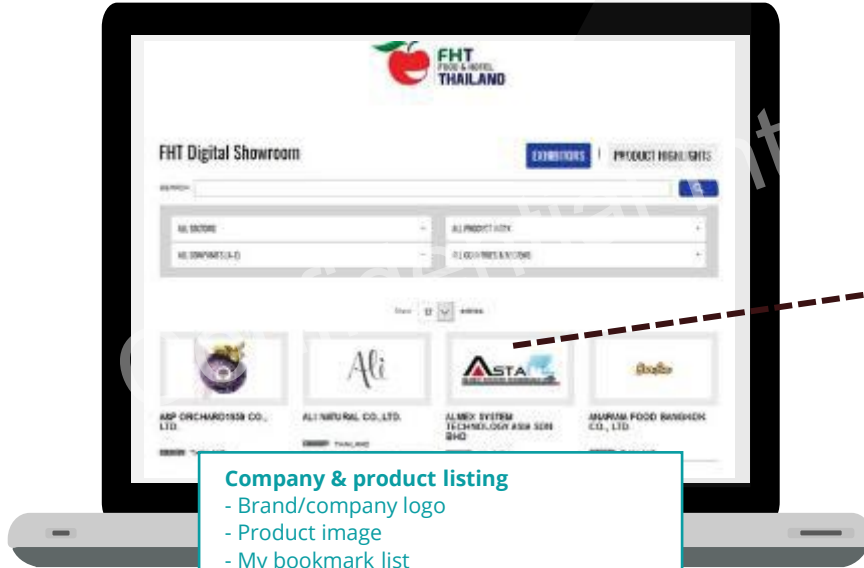


Promotional Material for Exhibitor



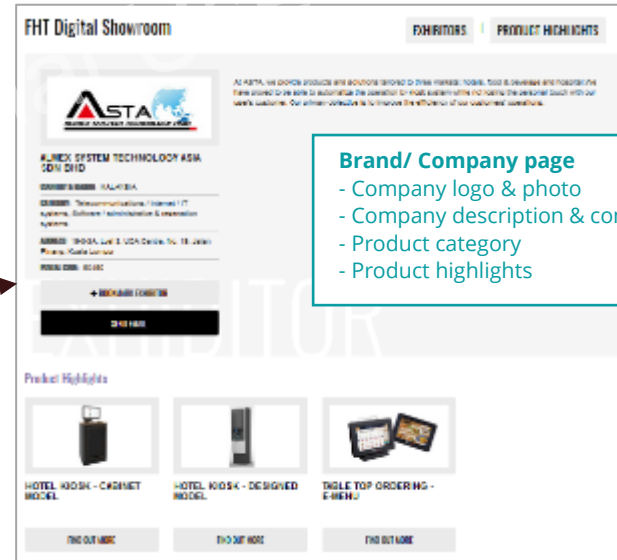
Digital Showroom to advertise your brand and products before the show including;

- Company page with logo and contact details
- Product listing **maximum 5 photos** with caption



Company & product listing

- Brand/company logo
- Product image
- My bookmark list
- Keyword search & filter by categories



Brand/ Company page

- Company logo & photo
- Company description & contact
- Product category
- Product highlights

Promotional Material for Exhibitor



e-Direct Mail (eDM)

Including show information and product highlights blast out to potential visitor database



Promotional Material for Exhibitor



Social Media

Website: www.fhtevent.com

Facebook: Food & Hospitality Thailand

Instagram: Food & Hospitality Thailand

LinkedIn: Food & Hospitality Thailand

Youtube: Food & Hospitality Thailand

Line Official: @fhtevent

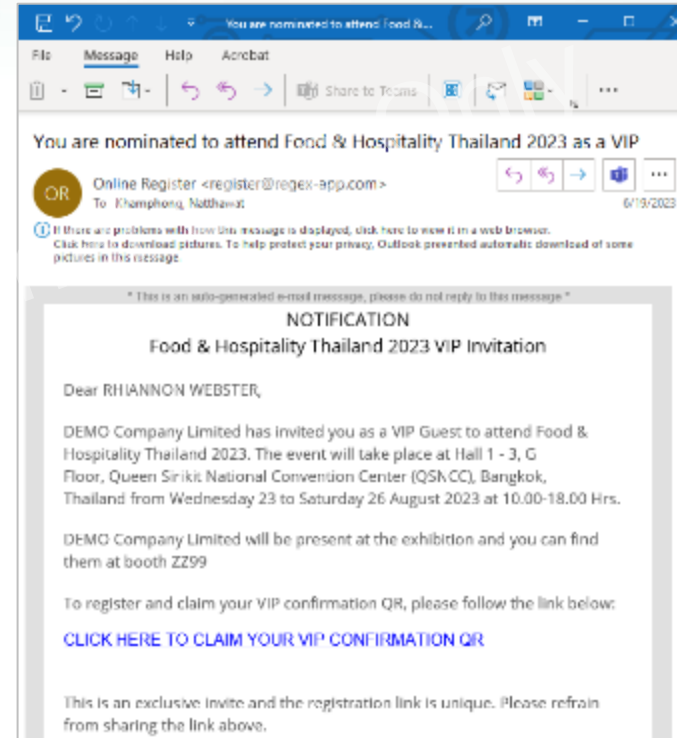


Promotional Material for Exhibitor



VIP Visitor Invitation

Exhibitors are eligible to invite their clients and VIP guests to the event on their behalf. By submitting VIP information on our system and your guest will receive a personalized e-invitation with a link to confirm their VIP QR code. Upon arriving at the venue, VIP can have privileged access to the exhibition and any promotional premium we may distribute ex. VIP Lounge.



Promotional Material for Exhibitor



Visitor Invitation by e-mail

Inviting your customers to visit you at your booth.
Your E-Invitation will be personalised with your company name, logo and booth number.

Visitor Invitation By Exhibitor

Subject : Food & Hospitality Thailand 2025 Visitor Invitation

Sender :

Company's Name :

Stand No :

Add your own message :

Your Logo :
Please select the type of file as PNG or JPG only. The size of the image should not be larger than 1000x1000 pixels.

Please add your guest email. If you have more than 1 email Please use 1 email per 1 line for example:
Email: an.doe@company.com
an.doe@company.com

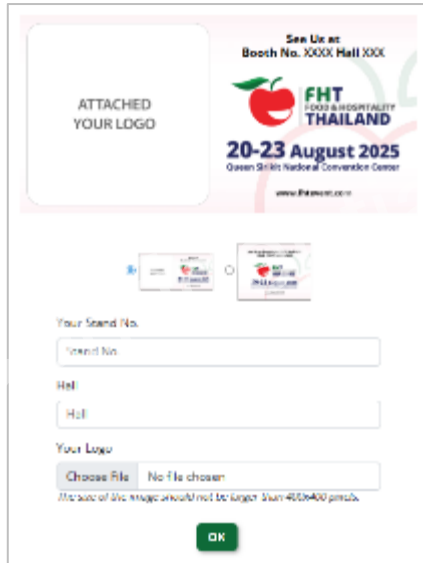
Preview:
Your information will not be stored and published our time. In order to comply with the Personal Data Protection Act.



Promotional Material for Exhibitor



Email Signature Banner including company logo, booth and hall number.
You can add this e-Sig to your emails to let your customers know you are exhibiting at Food & Hospitality Thailand and tell them your booth no.



See Us at
Booth No. XXXX Hall XXX

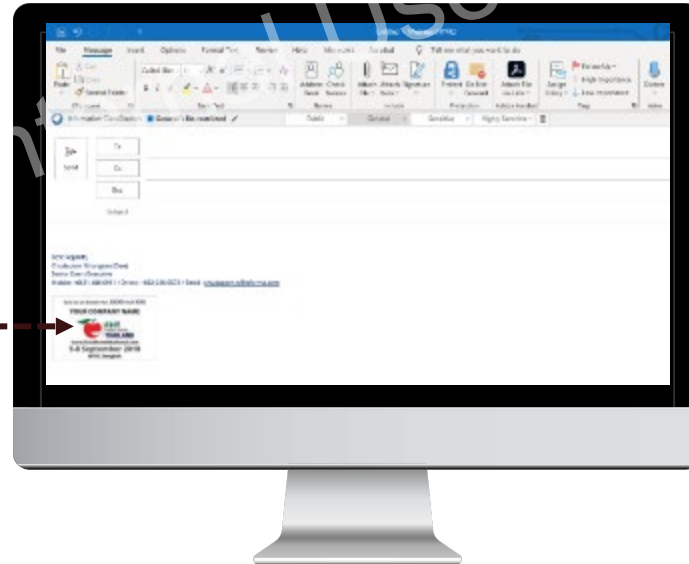
ATTACHED
YOUR LOGO

 **FHT**
FOOD & HOSPITALITY
THAILAND
20-23 August 2025
Queen Sirikit National Convention Center
www.fht.com

Your Stand No.

Hall

Your Logo
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The size of the image should not be larger than 400x400 pixels.



Promotional Material for Exhibitor



Social Media Template

To take your brand's social media content to the next level, add some customization to the graphics using our templates for exhibitors. It's easy for everyone to use.



Lead Management Tool for Exhibitor



LeadGrab by Informa

A mobile app for exhibitors to efficiently manage the lead generation process before, during and after our trade shows. For event managers to manage users, review lead generation performance, and download lead data in the portal. For exhibitor staff members to retrieve visitor profile data using their own device during trade shows.

* Included in mandatory service fee

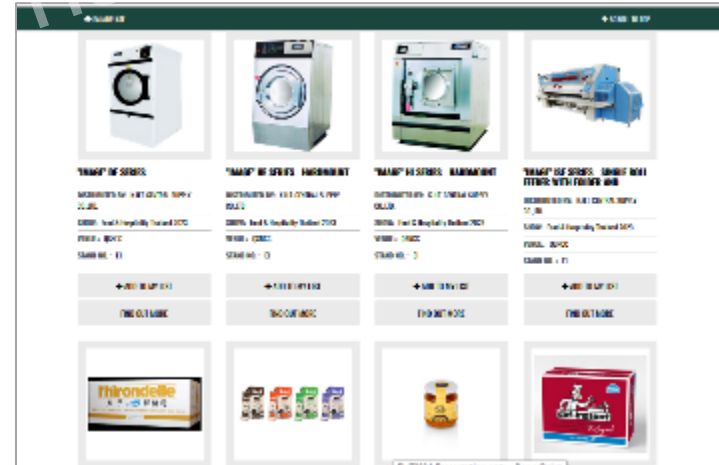
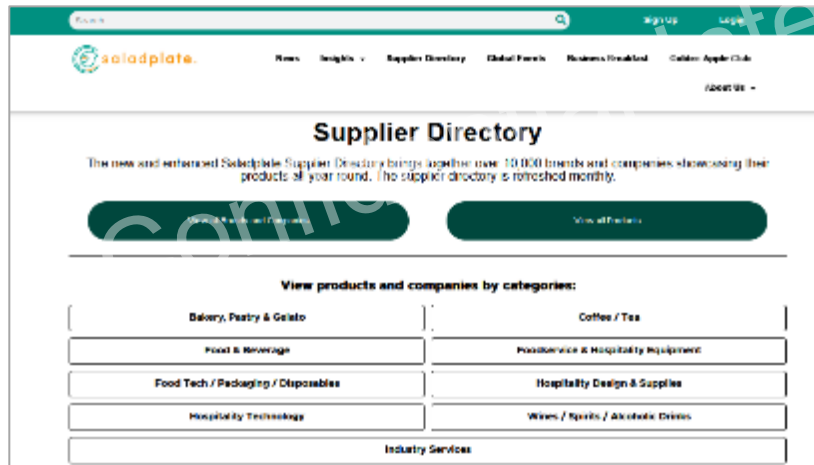


Year-round Marketing Channel for Exhibitor



Saladplate is the online content and customer insights hub of Informa Markets' Hospitality, Food & Beverage portfolio. The client will have their company details hosted on Saladplate in the supplier directory (1 year period), with the opportunity to directly generate customer leads and enquiries. Buyer data supported by Informa Markets' 28 trade events; we are the largest professional buyer network in Asia.

* Included in mandatory service fee



How Food & Hospitality Thailand Profits Your Business

- ✓ FHT will support and expand your existing market share.
- ✓ FHT will promote your reputation and product.
- ✓ FHT's focused industry profile will attract high quality industry contacts.
- ✓ FHT will strengthen your market awareness.
- ✓ At FHT you will meet quality visitors with real purchasing power.
- ✓ FHT is an investment into your future business.
- ✓ FHT has the strongest industry support and home to leading industry events.
- ✓ *It's a chance to meet more than more than 30,000 key buyers face to face*

THANK YOU

For more information, please contact your nearest offices

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