

创新酒精及饮品展

Innovative
Beverage
Exhibition

2026.4.7-9 上海新国际博览中心
Shanghai New International Expo Centre

品味创新 畅饮未来
——探索新式酒饮的无限可能!

Savor innovation, toast the future
——Discover the endless possibilities of trendy beverages!

洞察市场 把握先机
Insight into the market, Seize the opportunities

随着中国市场对年轻化、健康化、颜值化酒类和饮料的需求不断攀升，新潮酒饮市场正迎来一个前所未有的黄金发展期。据统计，2023年中国酒类市场规模接近2.5万亿元，低度潮饮市场规模预计达到0.63万亿元。同年中国饮料市场规模达约1.25万亿元，其中健康饮品市场规模已超过0.1万亿元。尽管如此，市场饱和与产品同质化的问题也日益凸显，成为行业发展的双重挑战。

As the demand for youthful, health-oriented, and aesthetically pleasing beverages in the Chinese market continues to soar, the trendy beverage market is entering an unprecedented golden development period. Statistics show that in 2023, the scale of China's alcohol market approached 2.5 trillion yuan, with the low-alcohol trendy drink market expected to reach 0.63 trillion yuan. In the same year, the scale of China's beverage market reached about 1.25 trillion yuan, with the healthy beverage market exceeding 0.1 trillion yuan. Despite this, the issues of market saturation and product homogenization are becoming increasingly prominent, posing a dual challenge to the industry's development.

创新酒精及饮品展正是在这样的背景下应运而生，旨在汇聚全球创新力量，为新酒饮市场注入活力。助力品牌实现差异化竞争，脱颖而出。创新酒精及饮品展依托于CBCE，汇聚超过50,000+潮饮先锋和强大的买家资源，为品牌解锁更多消费场景，通过跨界融合的新引擎，拓宽销售渠道。

The Innovative Beverage Exhibition was born against this backdrop, aiming to gather global innovative forces to inject vitality into the new beverage market. It helps brands achieve differentiated competition and stand out. Relying on CBCE, the exhibition brings together more than 50,000+ trendsetting beverage pioneers and a powerful buyer resource, unlocking more consumer scenarios for brands and broadening sales channels through the new engine of cross-industry integration.

加入我们，共同构建新酒饮贸易平台，为行业带来新的增长动力，推动市场的繁荣发展。把握先机，共创无限可能!

Join us in building a new trade platform for beverages, bringing new growth momentum to the industry, and promoting the prosperity and development of the market. Seize the opportunity and create endless possibilities together!

参展联系

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创新酒精及饮品展 Innovative Beverage Exhibition

时间: 2026年4月7日-9日
Date: April.7-9, 2026
展馆: 上海新国际博览中心 W2
Venue: Hall W2, Shanghai New International Expo Center
地址: 上海市浦东新区龙阳路2345号
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展品范围

Exhibit Profiles

在“微醺经济”的潮流引领下，酒饮界正在焕发出前所未有的年轻活力。展会集结酒饮原料、生产设备，和创新酒精及饮品品牌。涵盖各类新式酒饮领域，从经典烈酒到低度潮饮，从天然健康饮品到特色饮品，让我们在这场创新酒饮的潮流派对里一起探索无限可能，引领酒饮行业新风尚。

Led by the trend of a "tipsy economy," the world of beverages is experiencing an unprecedented surge of youthful vitality. The exhibition gathers beverage ingredients, production technologies & equipments, and innovative alcoholic and non-alcoholic beverage brands. It covers a wide range of new types of beverages, from classic spirits to low-alcohol trendy drinks, from natural and healthy beverages to specialty drinks. Let's explore the infinite possibilities together at this innovative beverage trend party, leading the new fashion of the beverage industry.

原料&添加剂 Raw Materials & Additives

粮谷
Grains and cereals
酒曲
Yeast
酒基
Alcohol Base
辅料
Auxiliary Material
浓缩果汁
Concentrated Fruit Juice
果酱
Jams
蜂蜜
Honey
海盐
Sea Salt
茶叶
Tea
奶制品
Dairy Products
新鲜水果
Fresh Fruits
天然甜味剂
Natural Sweeteners
植物蛋白
Plant Proteins
小料
Toppings
养生食材
Health-boosting Ingredients
功能性成分
Functional Components
添加剂和调味料
Additives and Seasonings

生产技术与设备 Production Technologies & Equipments

水处理设备
Water Treatment
Equipments
原料处理设备
Raw Material
Processing Equipments
发酵设备
Fermentation
Equipments
混合设备
Mixing Equipments
过滤和净化设备
Filtration & Purification
Equipments
杀菌设备
Sterilization Equipments
灌装设备
Filling Equipments
包装设备
Packaging Equipments
清洗系统
Cip Cleaning Systems
质量检测设备
Quality Inspection
Equipments
输送和控制系统
Conveying & Control Systems
市场营销服务
Marketing Services
配套设备及零部件
Supporting Equipments
& Spare Parts

创新酒精 及饮品品牌 Innovative Beverage Brands

Innovative 烈酒 Spirit

白酒
Chinese
Spirits
金酒
Gin
白兰地
Brandy
威士忌
Whiskey
伏特加
Vodka
朗姆酒
Rum
龙舌兰
Tequila

低度潮饮 Low-Alcohol Beverages

葡萄酒
Wine
香槟
Champagne
气泡酒
Sparkling Wine
黄酒
Yellow Rice Wine
露酒
Lujiao
预调鸡尾酒
Ready-to-drink Cocktail
米酒
Rice Wine
果酒
Fruit Wine
苏打酒
Soda Wine
奶酒
Milk Wine / Spirits
茶酒
Tea Liquor
鲜花酒
Flower Wine
清酒
Sake

天然健康饮品 Natural Health Beverages

无糖茶和养生茶
Sugar-Free
and Health Tea
果蔬茶
Fruit and Vegetable
Infused Tea
即饮茶
Ready-to-drink Tea
功能性饮料
Functional Beverages
植物基饮料
Plant-Based Beverages
轻乳茶
Light Milk Tea
中式养生茶
Chinese Health Tea
气泡水
Sparkling Water
健康咖啡
Healthy Coffee
定制化和个性化饮品
Customizable
personalized Beverages
清洁标签
Clean Labels

新潮饮嘉年华 Trendy Drinks Carnival

现场打造全新场景，沉浸式的互动体验，设置品鉴区、互动调酒区、新品发布区等，增强观众的参与感和体验感。

The event creates a fresh scene on-site, offering an immersive interactive experience, with areas for tasting, cocktail mixing and new products promotion meeting to enhance the audience's sense of participation and experience.

新潮饮创新论坛 Trendy Drinks Innovation Forum

邀请新酒饮行业大咖、国际创意设计服务者、市场营销领先企业等以「新酒饮」为话题，分享市场趋势、创新案例和经验。共同探索新潮饮之路。

Trendy Drinks Innovation Forum invites top industry figures, global design innovators, and marketing experts to discuss new beverage trends, showcase innovative projects, and exchange insights, aiming to chart the course for trendy drinks.

新潮饮品买家 Trendy Drinks Buyers

我们有来自全国各地的知名酒类及饮品经销商、代理商，夜店、酒吧等餐饮业、酒店业以及线上酒类销售平台的买家群体，为参展商带来了丰富的商业机会和多元化的视角。

We have a group of buyers from top alcohol and beverage distributors, agents, as well as buyers from the catering industry such as nightclubs, bars, hotels, and online alcohol and beverage sales platforms, bringing exhibitors a variety of business opportunities and perspectives.

为何选择我们？ Why Choose Us?

一站式贸易平台——致力成为酒饮行业创新实践的前行者，不断开拓新业态、新模式，加强行业合作和交流，提供高质量的支持，打造一站式贸易平台，为您赢得更多的品牌认可和市场份额。

A one-stop trade platform - We are committed to becoming a pioneer in the innovation and practice of the beverage industry, continuously exploring new business forms and models, enhancing industry collaboration and communication, and providing high-quality support to create a one-stop trade platform that will help you gain more brand recognition and market share.

产业升级——为传统酒饮企业和新锐品牌提供了展示其创新成果和焕新升级的机会，推动产业的创新和升级。

Industry upgrade - We provide traditional beverage companies and emerging brands with opportunities to showcase their innovative achievements and revitalize their offerings, driving innovation and advancement within the industry.

市场机遇探索——为参展商提供了深度剖析行业现状与未来的机会，帮助企业探索新的市场机遇。

Market opportunity exploration - We offer exhibitors the chance to delve into the current state and prospects of the industry, assisting businesses in uncovering new market opportunities.