创新酒类与饮品展
—酒饮技术、装备与产品生态展

同期展会
Co-located Exhibition
CRAFT BEER CHINA 2027
Conference & Exhibition

Innovative Alcoholic & Beverage Expo
—Technology, Equipment & Product Ecosystem



释放产业新动能，预见消费新未来！
Discover What's Next in Drinks!

2027.4. 26-28

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

主办单位
Organizer
NÜRNBERG MESSE

展会介绍
EXHIBITION INTRODUCTION

饮酒文化的不断演变以及年轻消费群体的崛起，正推动中国酒精及饮品市场迈向更加多元化的发展阶段。低度酒（NOLO）、RTD、果酒、植物基饮品及跨界创新产品持续受到消费者青睐，“创新酒饮”市场持续保持两位数的年复合增长率，已成为行业增长的重要引擎。依托中国超过1.4万亿元酒类市场规模和1.6万亿饮料市场规模，以及不断扩大的新酒饮消费群体，品牌正积极探索新的消费场景和商业增长机会。

2027年创新酒精及饮品展作为CBCE的同期展会，将持续汇聚全球创新品牌、新产品与新技术，共享22,000+专业观众及行业买家资源，打造集品牌展示、新品发布、商贸对接及行业交流于一体的专业平台，助力企业拓展市场、发掘商机，实现持续增长。

The continuous evolution of drinking culture and the rise of young consumers are driving China's alcohol and beverage market into a more diversified phase. Low-and-no alcohol (NOLO), RTD, fruit wines, plant-based drinks, and cross-category products are winning consumer favor, with the 'innovative drinks' sector maintaining double-digit compound growth as a crucial growth engine. Backed by China's RMB 1.4 trillion alcohol market, RMB 1.6 trillion beverage market, and a growing consumer base for new drinks, brands are actively seizing new consumption scenarios and commercial growth prospects.

Innovative Beverage Exhibition 2027, co-located with CBCE, will once again bring together innovative brands, cutting-edge products and advanced technologies from around the world. With access to 22,000+ professional visitors and industry buyers, the exhibition provides a comprehensive platform for brand showcasing, product launches, business networking and industry exchange, helping exhibitors expand their market presence, discover new business opportunities and achieve sustainable growth.







为什么参展？ WHY EXHIBIT?

三大理由，助力品牌抢占新酒饮市场
Three Reasons To Grow Your Business

链接跨界资源 CONNECT

- 跨品类融合 Cross-category Collaboration
- 产业链协同 Industry Synergy
- 精准对接 Business Matching

展示创新成果 SHOWCASE

- 新品发布 Product Launches
- 创新展示 Innovation Showcase
- 品牌推广 Brand Promotion

驱动商业增长 GROW

- 商贸洽谈 Business Networking
- 市场洞察 Market Insights
- 商业增长 Business Growth

展品范围
EXHIBIT PROFILES

原料与添加剂 Raw Materials & Functional Solutions

粮谷 / 酒曲 / 酒基 / 辅料 / 浓缩果汁 / 果酱 / 蜂蜜 / 海盐 / 茶叶 / 奶制品 / 新鲜水果/ 天然甜味剂 / 植物蛋白 / 小料
养生食材 / 功能性成分 / 添加剂和调味料

Grains And Cereals / Yeast / Alcohol Base / Auxiliary Material / Auxiliary Material / Jams / Honey / Sea Salt/Tea / Dairy Products / Fresh Fruits / Natural Sweeteners
Plant Proteins / Toppings Health-boosting Ingredients / Functional Components / Additives And Seasonings

生产技术、设备与服务 Production Technologies Equipment & Services

水处理设备 / 原料处理设备 / 发酵设备 / 混合设备 / 过滤和净化设备 / 杀菌设备/ 灌装设备 / 包装设备 / CIP清洗系统
质量检测设备 / 输送和控制系统/配套设备及零部件 / 市场营销服务 / 喷码与标识

Water Treatment Equipment / Raw Material Processing Equipment / Fermentation Equipment / Mixing Equipment / Filtration& Purification Equipment
Sterilization Equipment / Filling Equipment / Packaging Equipment / Cip Cleaning Systems / Quality Inspection Equipment / Conveying & Control Systems
Supporting Equipment & Spare Parts / Marketing Services / Coding & Marking

创新酒类及饮品品牌 Innovative Alcohol And Beverage Brands

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

【低度潮饮】 葡萄酒 / 香槟 / 气泡酒 / 黄酒 / 露酒 / 预调鸡尾酒 / 米酒 / 果酒 / 苏打酒/ 奶酒 / 茶酒 / 鲜花酒 / 清酒
【Low-Alcohol Beverages】 Wine / Champagne / Sparkling Wine / Yellow Rice Wine / Lujiu / Ready-to-Drink Cocktail / Rice Wine
Fruit Wine / Soda Wine / Milk Wine/Spirits / Tea Wine / Flower Wine / Sake

【天然健康饮品】 无糖茶和养生茶 / 果蔬茶 / 即饮茶 / 功能性饮料 / 植物基饮料 / 轻乳茶 / 中式养生茶 / 气泡水
健康咖啡 / 功能性咖啡 / 定制化和个性化饮品
【Natural Health Beverages】 Sugar-Free and Health Tea / Fruit and Vegetable Infused Tea / Ready-to-drink Tea / Functional Beverages
Plant-Based Beverages / Light Cream Tea / Chinese Health Tea / Sparkling Water / Healthy Coffee / Functional Coffee / Customization Beverages

部分展商 SELECTED EXHIBITORS

专业观众 TARGET BUYERS

精彩同期活动
FEATURED EVENTS

新潮饮嘉年华
Trendy Drinks Carnival

打造集新品品鉴、创意调饮、互动体验及品牌展示于一体的沉浸式体验空间，让品牌与专业买家、消费者面对面交流，提升产品体验与品牌传播效果。

An immersive experience featuring product tastings, creative mixology, interactive activities and brand showcases, bringing brands closer to professional buyers and consumers while enhancing product engagement and brand exposure.

新品品鉴 / 创意调饮 / 品牌互动 / 新品发布
Product Tastings | Mixology Experience | Brand Interaction | Product Launches



新潮饮创新论坛
Trendy Drinks Innovation Forum

汇聚行业专家、品牌代表、创意设计机构及营销先锋，围绕消费趋势、产品创新、品牌建设及市场营销等热点议题展开分享，共同探讨新酒饮产业的发展方向。

Bringing together industry experts, beverage brands, creative agencies and marketing leaders to share insightson consumer trends, product innovation, branding andmarketing strategies, shaping the future of the innovativebeverage industry.

消费趋势 / 产品创新 / 品牌建设 / 市场营销
Consumer Trends | Product Innovation | Brand Building | Marketing Strategies



联系我们
CONTACT US

纽伦堡会展（上海）有限公司
NürnbergMesse China Co., Ltd

参展联系
Exhibition Contact

陈 先生 Mr. Chen
电话Tel：+86(0)21 60361238
手机Cell：+86(0)15902169599
邮箱E-mail：ben.chen@nm-china.com.cn

罗 女士 Ms. Luo
电话Tel：+86 21 60365865
手机Cell：+86 18301782873
邮箱E-mail：cindy.luo@nm-china.com.cn

展会赞助与商务合作
Exhibition Sponsorship And Business Cooperation

周 女士 Ms. Zhou
电话Tel：+86(0)21 60361222
邮箱E-mail：kenzie.zhou@nm-china.com.cn

媒体合作及观众联系
Media Cooperation And Visitors Services

徐 女士Ms. Xu
电话Tel：+86(0)21 60365860
邮箱E-mail：elena.xu@nm-china.com.cn



公众号 小程序 小红书

扫码关注了解更多 Scan and Follow

Linkedin Facebook Youtube

官方账号 Official Account: “Craft Beer China”