CRAFT BEER CHINA 2027

12th

Conference & Exhibition



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亚洲国际精酿啤酒会议暨展览会

2027.4.26-28

上海新国际博览中心

Shanghai New International Expo Centre

主办单位：

Organizers：

NÜRNBERG MESSE

BEER LINK



破界聚势 领启新程
Breaking Boundaries Lead the New Journey

展会介绍
EXHIBITION INTRODUCTION

CBCE 2027——亚洲国际精酿啤酒会议暨展览会，正以全新格局蓄势启航。自2016年创办以来，CBCE已成功举办十一届，成长为亚洲规模领先、影响力卓著的精酿行业标杆盛会。从酿造原料、生产设备到精酿品牌、餐饮搭配，从文创衍生到终端消费，展会贯通全产业链，构建起完整的产业生态，更是亚太地区商贸对接、新品首发、技术研讨与趋势前瞻的核心平台。迈入第十二届，CBCE 2027将锚定三大核心方向全面进阶，赋能产业长效发展。

国际视野 联通全球：持续扩容国际展商与专业观众阵容，加速全球优质资源互通流转，邀约海外头部品牌、资深采购商与行业翘楚齐聚现场，深化跨国产业协作，搭建起高效畅通的全球精酿交流纽带。

跨界共生 破界创新：大力推进多元跨界融合，打通精酿啤酒与创新酒饮、餐饮业态的融合通道，延伸至威士忌、金酒等蒸馏酒，以及硬苏打、低度潮饮等新兴赛道，不断挖掘消费新场景，打造多元共生、抗风险能力更强的产业生态圈，为上下游企业开拓全新发展空间。

全链服务 长效赋能：倾力打造全年不间断的产业服务体系，让展会不再局限于短期线下相聚，蜕变为有机运转、持续赋能的产业载体。平台汇聚全球智慧与前沿技术，分享市场趋势、实战案例与解决方案，以多维驱动力引领行业风向，持续助推亚洲精酿产业高质量前行，共启行业崭新未来。

Since its inception in 2016, CBCE has been successfully held for eleven editions, growing into a benchmark event in Asia's craft beer industry – unrivaled in scale and influence. Spanning the entire industry chain – from brewing ingredients and production equipment to craft beer brands, food pairings, and from cultural and creative derivatives to end consumption – the exhibition weaves together a complete industrial ecosystem. It stands as the Asia-Pacific region's core platform for business matchmaking, product debuts, technical seminars, and trend forecasting. Stepping into its 12th edition, CBCE 2027 will anchor three strategic directions to achieve comprehensive advancement, empowering the long-term growth of the industry.

Global Vision & Worldwide Connection: We will further increase the proportion of international exhibitors and professional visitors to accelerate the flow of high-quality global resources. Top overseas brands, professional buyers and industry elites will be gathered here to deepen cross-border industrial cooperation and build a seamless communication link for the global craft beer community.

Cross-border Integration & Boundary-breaking Innovation: We will vigorously promote diversified cross-industry integration, connect craft beer with innovative beverages and catering sectors, and expand our reach to distilled spirits such as whisky and gin, as well as emerging tracks including hard seltzers and low-alcohol drinks. By exploring new consumption scenarios continuously, we will foster a diversified and resilient industrial ecosystem and open up new growth opportunities for enterprises along the chain.

Full-chain Service & Long-term Empowerment: We are committed to building a year-round industrial service system, transforming the exhibition from a short-term offline event into a dynamically-operated industrial platform with continuous value. Bringing together global insights and cutting-edge technologies, we share market trends, practical cases and industrial solutions. Driven by multi-dimensional strengths, CBCE leads the industry development trend and keeps empowering the high-quality growth of Asia's craft beer sector to embrace a brilliant new future.

22000+ m²	22000+	400+	10+
规模 Scale	观众 Audience	展商 Exhibitor	活动 Activity

展品范围
EXHIBIT PROFILES

原料
Raw Materials
- 酒花及啤酒花制品 Hops Hop Products
- 酵母 Yeast
- 麦芽 Malt
- 果浆 Fruit Pulp
- 风味剂稳定剂 Flavor Stabilizer

酒精饮品品牌商
Alcoholic Beverage Brands
- 精酿啤酒品牌厂商 Craft Beer Brand Owner
- NEW 蒸馏酒（白兰地、威士忌、伏特加、朗姆酒、金酒） Liquor(Brandy、Whisky、Vodka、Rum、Gin)
- NEW 低酒精饮品（低酒精气泡水、低度果酒及茶饮、特调鸡尾酒） Low-Alcohol Drinks (Hard Seltzer Low-Alcohol Fruit Wine and Tea, Cocktail)
- NEW 无酒精饮料 Non-Alcoholic Beverage
- 进口商/代理商 Importer/Agent

生产技术与设备
Production Technology and Equipments
- 原料储藏设备 Storage Installation for Raw Material
- 原料制备设备 Machinery for Processing of Raw Material
- 水处理设备 Machinery for Water Treatment
- 麦汁制备设备 Machinery for Wort Treatment
- 糖化发酵设备 Machinery for Fermentation
- 过滤分离设备 Machinery for Filtering & Separating
- 灌装设备 Machinery for Filling
- 封口、贴标设备 Sealing, Labeling Machine
- 酒储配设备 Storage and Distribution Equipment
- 包装材料和容器制品 Packaging Material and Container Product
- 辅助生产设备 Auxiliary Production Equipment
- 控制系统 Control System
- 分析、清洗、处理设备 Equipment for Analysis, Cleaning, Processing
- NEW 蒸馏设备 Distillation Equipment
- NEW 橡木桶 Oak Barrel

技术与服务
Technical Services
- 售酒及配套设备 Beer Sales and Supporting Equipment
- 啤酒分发设备 Beer Dispensing Equipment
- 酒吧饭店供应 Bar& Restaurant Supplier
- 酒厂评估 Brewery Valuation
- 技术咨询供应商 Technic Consulting Provider
- 供应链管理 Supply Chain Management
- 冷藏链物流及仓储系统 Cold chain transportation & Storage System
- 酒店内供酒系统及外观设计 Hotel Internal Supplying System & Appearance Design
- 啤酒交钥匙供应商 Turnkey Beer Supplier
- 酒吧设计 Bars Design
- 酒吧订单系统 Bars Ordering System
- 精酿配餐 Food Pairings for Craft Beer
- NEW 精酿厨房系统 Kitchen System

- 阀门、泵配件 Valve, Pump Accessories
- 家酿自酿设备 Home Brewing Equipment

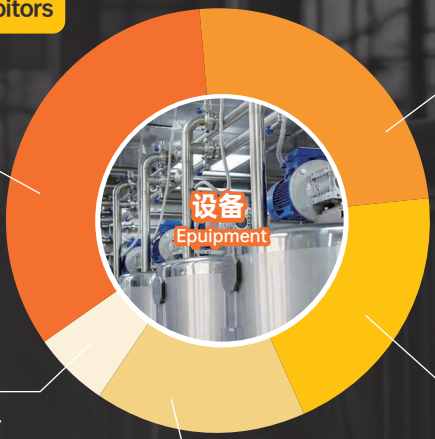
市场营销与其他服务
Marketing Services Other Services
- 标签/包装设计 Label /Package Design
- 市场营销与公关服务 Marketing Public Relations Services
- 媒体/出版物 Media/Publication
- 物联网+营销模式策划 LOT & Marketing Model Planning
- 啤酒周边文化产品 Peripheral and Cultural Product

行业服务
Industry Services
- 其他服务 Other Services
- 法律服务 Legal Service
- 数据公司 Data Company
- 设计与供应 Design Supplies

CBCE 2026回顾
REVIEW

关于展商
ABOUT EXHIBITORS

展商领域
Fields of Exhibitors



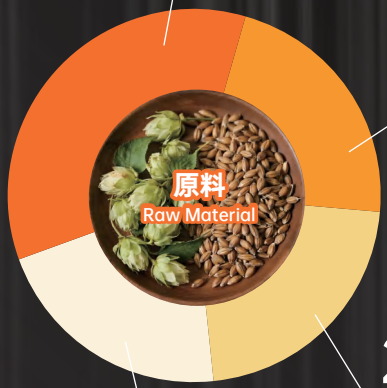
35% 酿酒设备 Brewing Equipment

26% 灌装设备 Machinery for Filling

6% 周边产品及服务 Peripheral Products& Services

21% 售酒配套设备 Sales& Supporting System

17% 酿酒辅助系统与配件 Auxiliary Beer Brewing System& Parts

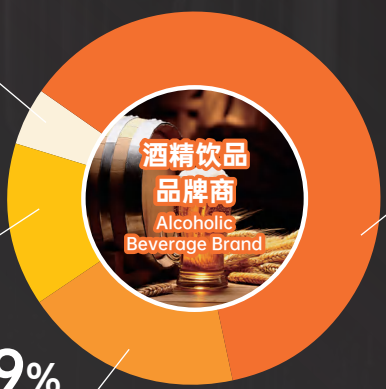


35% 麦芽 Malt

22% 酒花及啤酒花制品 Hops& Hop Products

22% 果汁配料及其他配料 Fruit Juice ingredients& Other Ingredients

21% 酵母 Yeast



5% 配餐 Food Parings for Craft Beer

14% 烈酒品牌&即饮饮品 Liquor Brands &Other Beverage Drinks

62% 国内精酿啤酒品牌 National Craft Beer Breweries and Brands

19% 海外品牌代理 Overseas Brand Agency

部分展商
Parts of Exhibitors

设备类 Equipment

KRONES · Talos 塔罗斯 · MICRO MATIC · LEHUI First for value · HEM 赫尔曼 · 申東裝備 · Anton Paar · 中辰轻机 HF ZHONG CHEN · METO 迈拓设备 · 天泰设备

原料类 Raw Material

Fermentis by Lesaffre · AEB · YAKIMA · JOYFERM LABS 酵富实验室 · BarthHaas · Malteurop · LALLEMAND LALLEMAND BREWING · 塔斯曼 Tasman · Castle Malting · 鲁丰

酒厂类 Breweries

牛啤堂 NBEER CRAFT BREWING · 道道酿 · 斑马精酿 ZEBRA CRAFT · 优布劳 UIBRO · BREWING & CO. · LIONK 狮王 · APPENZELLER BIER · HEROES BEER CO

排名不分先后 Not list in order

展商评语
EXHIBITOR COMMENTS

马黎明, 迅哲（上海）电子科技有限公司，总经理

Ma Liming, General Manager, Xunzhe (Shanghai) Electronic Technology Co., Ltd.

我们已连续9年参加CBCE，它不只是一个展会，更是精酿爱好者的"年度朝圣"。今年，我们的灌装设备一亮相就吸引了众多家酿爱好者——有人蹲下研究灌装系统，有人拍照，有人拉着技术人员交流酿酒难题。他们眼中的光，让我们看到了精酿行业最鲜活的活力。
这些看似"玩票"的家酿爱好者，其实是未来小型精酿厂的"种子力量"。很多人希望把爱好变成事业，从家庭作坊走向小酒厂。而CBCE正是我们与这些潜在客户深度连接的桥梁。我们期待借助这一盛会，让更多人了解我们的设备，帮助精酿爱好者实现从"爱好"到"事业"的跨越。

We've been at CBCE for 9 years—for us, it's more than a trade show; it's an annual pilgrimage for craft beer lovers. This year, our filling equipment quickly drew a crowd of homebrewers: some studied the system, others took photos, and many chatted with our techs about their brewing challenges. The spark in their eyes showed us the true energy of the craft beer industry.
These homebrewers, often seen as hobbyists, are actually the seed force for future small breweries—many hope to turn their passion into a business. CBCE gives us a platform to connect with these potential customers. We look forward to helping more enthusiasts make the leap from hobby to career.

苏智鹏, 北京燕京啤酒股份有限公司，品牌推广部总监

Su Zhipeng, Director of Brand Promotion Department, Beijing Yanjing Brewery Co., Ltd.

2026亚洲国际精酿啤酒展汇聚全产业链，聚焦智能酿造、风味创新等方向。狮王精酿作为燕京旗下高端品牌，通过参展品鉴与交流，展示实力、把握趋势、拓展渠道。展会助推国内精酿高端化、国际化。未来狮王精酿将坚守匠心，持续创新，助力行业发展。

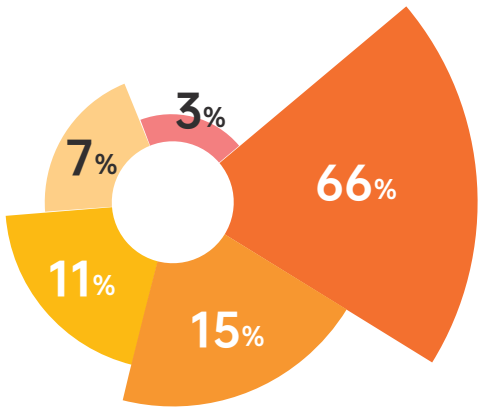
CBCE 2026 is a key industry event that brings together global players to showcase new technologies, ingredients, and products. It provides a premium platform for exchange, trend analysis, and cooperation. As Yanjing's premium craft brand, LIONK Craft Beer. participates to demonstrate our strength, identify new trends, and expand channel resources. The expo promotes the upgrade of China's craft beer sector. We will continue to innovate and support the steady development of the domestic craft beer industry.

关于观众
ABOUT VISITORS

大量的终端销售和消费渠道，其中酒馆、酒店和商业超市等专业观众达66%；经销商和代理商也占据了15%的份额。

End retailers and consumption channels, among which pubs, hotels and commercial supermarkets accounted for the largest proportion at 66%. In addition, distributors and agents took up a 15% share

观众领域
Fields of Visitors



- 66% 酒馆/ 酒店/ 商业超市/餐饮 Taphouse/Hotel/Supermarket/Catering
- 15% 精酿啤酒品牌厂商/经销商/代理商 Craft beer brand/Distributor/Agent
- 11% 大型酒厂 Large Brewery
- 7% 中/小型酒厂 Medium/Small Breweries
- 3% 技术服务提供商 Other Technical Services

观众职位
Position of Visitors

63%	董事长/总经理 Chairman/General Manager
30%	采购总监/经理 Procurement Director/Purchasing Manager
13%	技术副总/总监 Deputy General Manager (Technology)/Technical Director
13%	设计部/技术部经理 Design Department Manager/Technical Department Manager
8%	研发部总监/经理 R&D Director/R&D Manager



部分观众
Part of Visitors



排名不分先后
Not list in order

刘国林， 金星啤酒集团有限公司，研发副总监
Liu Guolin, Deputy Director of R&D, Henan Kingstar Brewery Co., Ltd.

展会组织有序、配套完善，商贸对接高效，行业交流氛围浓厚，是精酿行业标杆展会，为从业者搭建了优质的合作与创新平台；现场人流较大，建议后续优化动线与洽谈区布局，体验会更上一层。

The exhibition is well-organized with complete supporting facilities and efficient business docking, boasting a strong atmosphere for industry exchanges. It stands as a benchmark exhibition in the craft beer industry, building a high-quality platform for cooperation and innovation for practitioners. Given the large on-site visitor flow, it is suggested to optimize the visitor circulation route and the layout of negotiation areas in subsequent sessions to further elevate the overall experience.

彭发裕， 广西杜鹃江酒业有限公司，副总经理
Peng Fayu, Deputy General Manager, Guangxi Dujuanjiang Liquor Industry Co., Ltd.

本次CBCE精酿展会组织工作专业且全面，前期规划周密，现场运营高效，工作人员响应及时。展会融合产品展示、技术交流、市场合作于一体，不仅拓宽了行业视野，也为精酿从业者创造了优质的沟通桥梁，期待下次再会。

CBCE 2026 features professional and comprehensive organization, thorough preliminary planning and efficient on-site operation, with staff offering timely responses. Integrating product exhibition, technical exchanges and market cooperation, the exhibition not only broadens industry horizons but also builds a premium communication bridge for craft beer practitioners. We looking forward to the next year.

石洪光， 南京宾来乐餐饮管理有限公司，区域经理
Shi Hongguang, Regional Manager, Nanjing Binlaile Catering Management Co., Ltd.

发现了很多新的啤酒种类和商机，也给我们开拓了很多新思路，下一年肯定会再来参加的。

I discovered many new beer types and business opportunities, which also opened up a lot of new ideas for us. I will definitely come again next year.

单蕾， 千岛湖啤酒公司，市场
Shan Lei, Marketing Department, Cheerday Brewery

CBCE展会专业高效，展商优质、有助于了解行业信息和业界动态，方便确认市场风向，期待来年。

CBCE is a professional and efficient exhibition with high-quality exhibitors. It helps us keep abreast of industry information and market trends, and grasp market development directions. Looking forward to next year.

顾薇， 南京曲盛烟酒有限公司，选品经理
Gu Wei, Selection Manager, Nanjing Qusheng Tobacco & Wine Co., Ltd.

我觉得特别好，和去年相比整体的酒类品种更多了，给人的体验感也不错，里面的活动也是比较丰富，也可以试饮精酿。

I think it's really great. Compared with last year, there is a wider variety of alcoholic beverages, the experience is good, the activities are quite rich, and you can also sample craft beers.

王师萌， 江阴市曙光诚信烟酒销售有限公司，副总
Wang Shimeng, Deputy General Manager, Jiangyin Shuguang Chengxin Tobacco & Wine Sales Co., Ltd.

整体特别好，我们主要是来看那些女生最近几年爱喝的酒，然后也达成了一些合作意向。

Overall it's very good. We mainly came to see the wines that women have enjoyed in recent years, and we also reached some cooperation intentions.

同期活动
ACCOMPANYING EVENTS

国际啤酒酿造峰会
Global Brewing Conference

CBCE联合欧洲酿造协会（EBC），邀请25位全球专家围绕10大板块、22场主题演讲与圆桌讨论。这场CBCE同期的核心会议——2026国际啤酒酿造峰会，已在上海新国际博览中心圆满落幕，汇聚全球酿造界精英，留下了沉甸甸的干货与深刻启示。

本次峰会以"高端化、技术创新、可持续发展"为核心主题，两天的议程紧凑而高效。来自全球顶尖机构与知名酒厂的行业大咖、资深从业者齐聚一堂，打破地域与行业壁垒，搭建起全球酿造智慧交流、创新理念碰撞的核心平台。峰会共探行业发展新趋势，共商产业升级新路径，圆满完成所有既定议程，为全球啤酒产业的高质量发展注入了新动能。

The 2026 Global Brewing Conference, co-hosted by CBCE and the European Brewery Convention (EBC), and co-organized by Jiangnan University and ZW-Lab International Brewing Academy, gathered 25 global experts for 22 keynote speeches and roundtable discussions across 10 key sectors. The flagship concurrent event wrapped up successfully at Shanghai New International Expo Centre, bringing together worldwide brewing professionals to share valuable experience and insightful views.

Focusing on high-end development, technological innovation and sustainable growth, the two-day conference facilitated cross-border industry exchanges, explored new development trends and industrial upgrading strategies, and boosted high-quality progress of the global beer sector.

VIP晚宴暨"布鲁塞尔挑战赛"中国区颁奖典礼
Gala Dinner and Brussels Beer Challenge China Award Ceremony

CBCE 2026 VIP晚宴在开展首日隆重举行。布鲁塞尔挑战赛中国区颁奖典礼在晚宴上正式揭晓获奖名单。22家中国本土精酿厂牌登上领奖台，从BBC主席LUC手中接过荣誉奖状。这一时刻不仅是对获奖品牌的肯定，更标志着中国精酿在国际舞台上的持续进步与影响力提升。

The CBCE 2026 Gala Dinner was grandly held on the opening day. The winners of the Brussels Beer Challenge China Awards were officially announced at the dinner. A total of 22 domestic chinese craft breweries took the stage to receive certificates of honor from BBC President LUC. This moment recognizes outstanding local brands and marks the steady progress and rising global influence of China's craft beer industry.

同期会议
Accompanying Conferences

商业论坛汇聚　14位演讲嘉宾带来4大板块、14场主题演讲，聚焦品牌差异化、即时零售、跨界开店等更贴近市场端的课题，新产品新技术盘点则呈现了当前最新技术与产品演示。

CBCE Commercial Conference brings together 14 speakers delivering 14 keynote speeches across four major sections, focusing on market-oriented topics such as brand differentiation, instant retail, and cross-border store openings.CBCE New Technology and Product Launch Forum showcase presents the latest technological and product demonstrations.

- CBCE 亚洲国际精酿啤酒商业论坛
  CBCE Commercial Conference
- CBCE 新产品新技术盘点
  CBCE New Technology and Product Launch Forum

国际精酿赛事酒款品鉴会
International Craft Beer Competition Tasting Events

欧洲之星获奖产品品鉴会与布鲁塞尔挑战赛获奖产品品鉴会同期举行。从德式小麦到增味酸啤，每一款获奖作品都引发了热烈讨论。品鉴会不仅是一场味觉盛宴，更是一次国际酿造水准的集中展示。

European Beer Star(EBS) and Brussels Beer Challenge (BBC) award-winning products Tastings were held concurrently. Featuring styles ranging from German wheat beer to fruited sour beer, all award entries sparked heated discussions. Beyond a delightful tasting feast, the events fully showcased the top standards of global brewing industry.

- 布鲁塞尔挑战赛获奖酒款品鉴会
  Brussels Beer Challenge (BBC) Awarding-winning Products Tasting
- 欧洲啤酒之星获奖酒款品鉴会
  European Beer Star(EBS) Awarding-winning Products Tasting

现场直播
Live Streaming

本次展会采用线上线下结合方式，全方位展示精酿新产品、新科技。邀请重量级嘉宾带领大家参观各个展位，对酿造原料、设备技术和学院酒厂做分析与讲解，更有2大国际啤酒大赛评委现场直播交流。

CBCE combine live streaming and offline exhibition to comprehensively show new products and new techniques of craft beer. Inviting influencers to visit booth, providing a detailed introduction to raw materials, technology equipments and breweries. Moreover, judges from 2 major international beer competitions will engage in live-streamed discussions on site.

W1
原料
Raw Material
生产技术与设备
Production Technology and Equipment
市场营销与其他服务
Marketing Service & Other Service

W2
精酿啤酒品牌厂商
Craft Beer Brand Owner
个性化酒饮及潮流高端饮品
Production Technology and Equipment
（含酒精饮品、清酒、气泡水、直饮咖啡、烈酒、鸡尾酒饮品）
(Alcoholic drinks,Sake, soda, Rtd coffee,Liquor, Rtd cocktail)
精酿配餐
Food Pairings for Craft Beer
啤酒周边文化产品
Peripheral and Cultural Product



微信公众号
Wechat

小程序
Mini Program

小红书
Xiaohongshu

时间：2027年4月26日-28日
Date：April. 26-28, 2027

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

地址：上海市浦东新区龙阳路 2345 号
Address：No. 2345, Longyang Rd., Pudong New District, Shanghai, China