



第二十七届上海国际酒店
及餐饮业博览会

POST SHOW REPORT

HOTELEX 2018 / 展后报告



概述 / OVERVIEW

由上海市旅游局指导，中国旅游饭店业协会、世界中餐业联合会和上海博华国际展览有限公司共同主办的第二十七届上海国际酒店及餐饮业博览会，历时4天于2018年3月29日在上海新国际博览中心顺利落下帷幕。在迈入第二十七年的历史道路上，本届博览会在各个方面都展现出更卓越的成长和进步。

展会现场来自于酒店及餐饮行业、咖啡、冰淇淋及烘焙行业、酒吧会所、商超零售业等行业的专业买家、经销商、代理商等146,267名专业观众参观展览会，其中包括来自全球122个国家和地区的5,135名海外观众。今年HOTELEX在整体规模上较上一年有大幅度改革和提升，展会现场汇聚了来自中国大陆（含香港、澳门）与台湾、意大利、西班牙、美国、德国、日本等国家和地区的展商，共计2,478家行业的领军品牌和代表企业。

146,267
PROFESSIONAL VISITORS
名专业观众

2,478
EXCELLENT BUYERS
家优质展商

5,135
OVERSEAS BUYERS
名海外观众

30+
SPLENDID EVENTS
场专业活动

220,000
SQM EXHIBITION SPACE
平方米展出面积



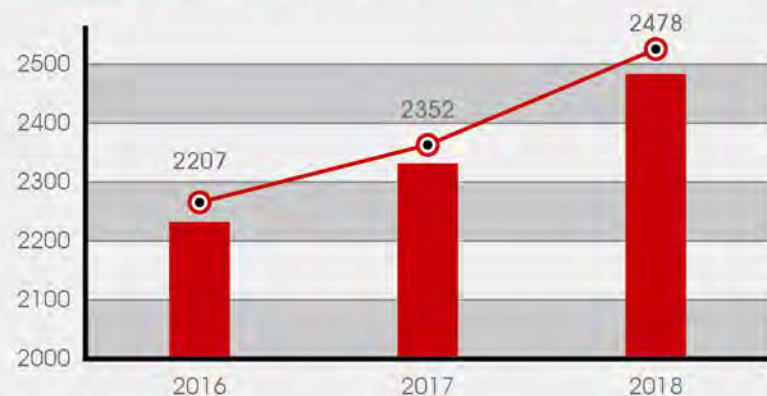
Guided by with Shanghai Municipal Tourism Administration, China Tourist Hotel Association and World Federation of Chinese Catering Industry, HOTELEX 2018 during its 4-day show had come to a successful closing at Shanghai New International Expo Center on March 29. On the way to its 27 years, HOTELEX witnessed a strong improvement, continue to be the leading industry event bar none.

This year, HOTELEX hit the record high of both scale and buyer amount, engaging professional buyers, distributors and agencies from hotel, catering, café, ice cream and bakery, bar, retail industry, reaching an outstanding record of 146,267 professional visitors from 22 countries & regions and 5,135 overseas buyers. HOTELEX made a success to gather 2,478 leading brands and exhibitors from mainland China (including Hong Kong and Macao) and Taiwan, Italy, Spain, the United States, Germany, Japan and other countries and regions.



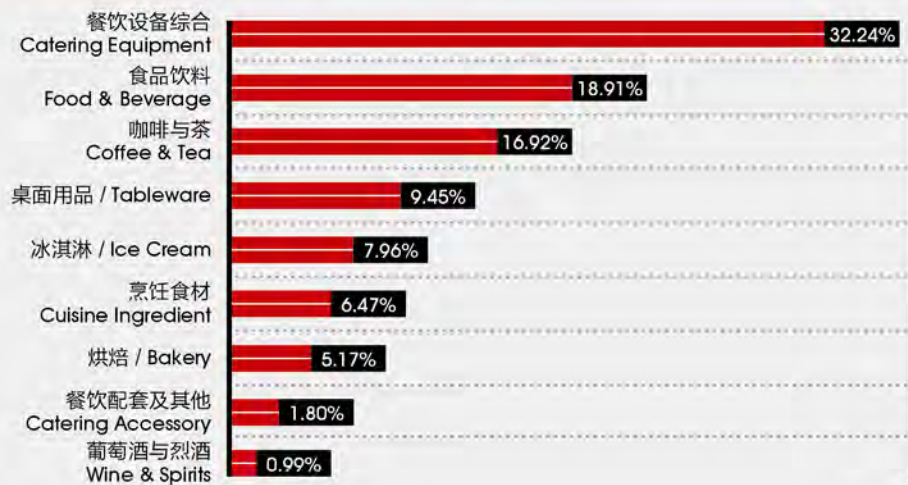
参展商及展品分析 EXHIBITOR & PRODUCT ANALYSIS

展商数量增长 / REVIEW OF EXHIBITORS

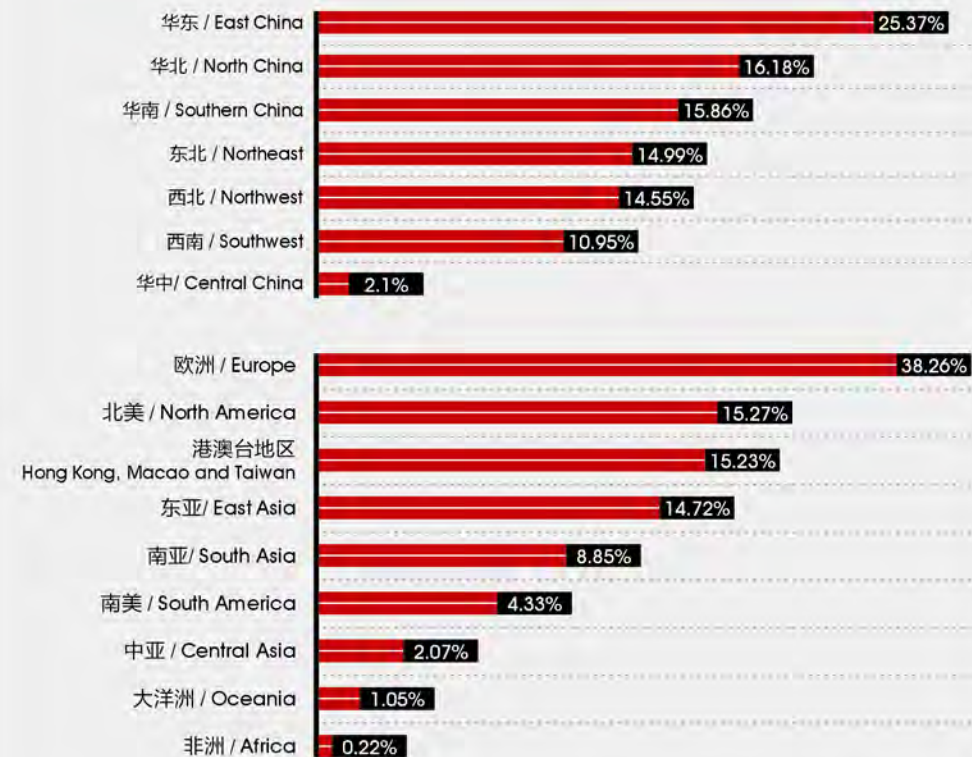


2018 年展会共计吸引 2478 家优质参展商，较 2017 年展商数量（2352）增长 5.4%。
Compared to 2017 HOTELEX data (2352), HOTELEX 2018 contributed an increase of 5.4%, attracting 2,478 excellent exhibitors.

展品类别分布 / EXHIBIT PROFILE



展品区域分布 / EXHIBIT DISTRIBUTION



HOTELEX 的展商及其展品来自全球 116 个国家和地区，中国内地以华东、华南、华北、东北四个区域为主，港澳台及其他国家和地区产品占展品总数的 42.37%。HOTELEX 的国际化程度持续提高，作为国内外酒店用品及餐饮行业进出口贸易基地的地位更加稳固。

HOTELEX exhibitors and products come from 116 countries and regions. Among all products there are 42.37% of products come from HongKong, Macao, and Taiwan and other countries and regions.



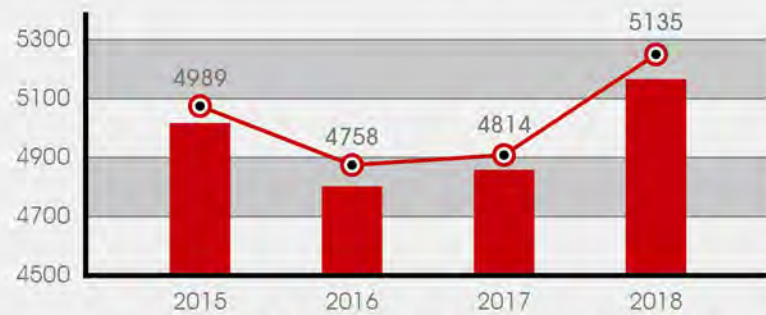
观众分析 VISITOR ANALYSIS

作为酒店餐饮及高端食品饮料类展会的风向标，2018 HOTELEX Shanghai 无论从展出规模还是买家数量都创历史新高。展会现场来自于酒店及餐饮行业、咖啡、冰淇淋及烘焙行业、酒吧会所、商超零售业等行业的专业买家、经销商、代理商等 146,267 名专业观众参观展览会，其中包括来自全球 121 个国家和地区的 5,135 名海外观众。

As the leading industry event, HOTELEX 2018 hit the record high of both scale and buyer amount. Delivered a grander show in size with 5 new highlights in this edition, the expo drew a total of 146,267 trade buyers from hotel, catering service, café, ice cream, bakery, bar, retail during the 4-day show, of which 5,135 came from overseas, to source from 121 countries and regions.

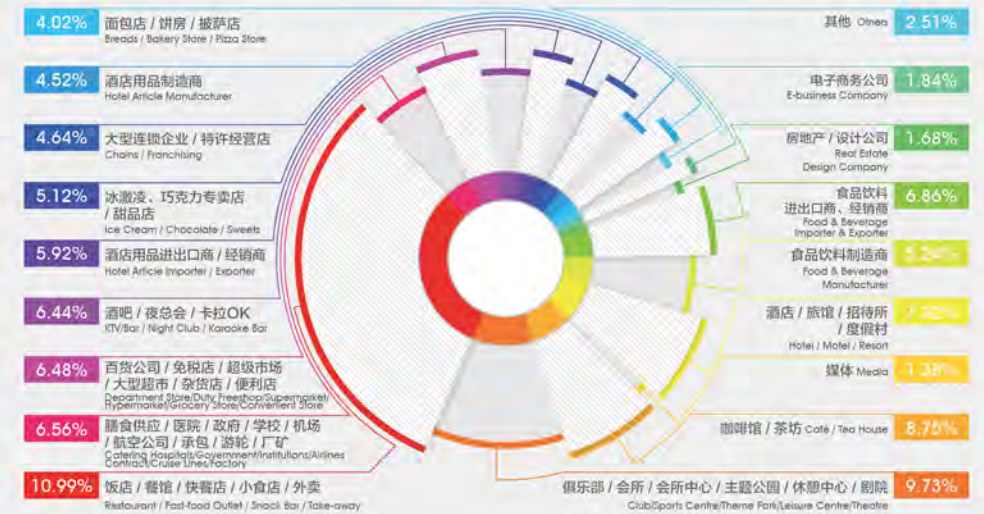


2015-2018 观众数量增长图
2015-2018 VISITOR GROWTH CHART



2015-2018 港澳台及海外其他国家和地区观众增长图
2015-2018 HONGKONG SAR, MACAO SAR OF CHINA, TAIWAN REGION AND OTHER OVERSEAS VISITOR GROWTH CHART

2018 观众所属行业类型比例分布 2018 SOURCE OF VISITORS



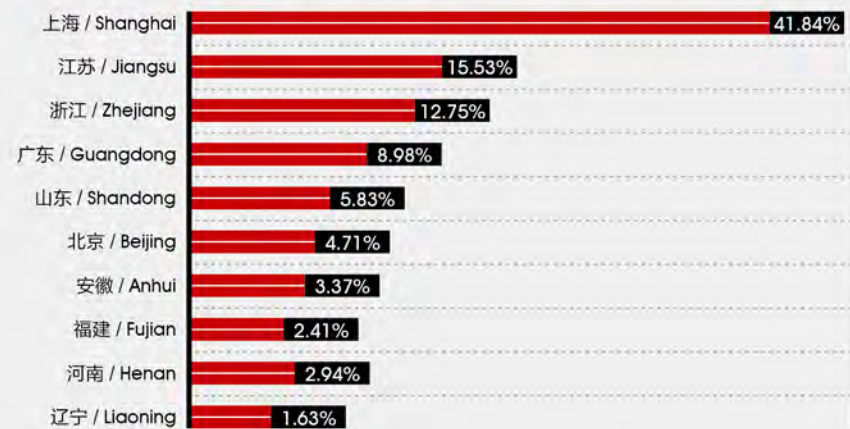
随着 HOTELEX 拆分成一期、二期的战略实施，一期在观众组织方面也进行了方向性调整落实。饭店 / 餐馆 / 快餐店 / 小食店 / 外卖以及咖啡 / 茶饮 / 烘焙类买家的比例明显上升占总体观众人群的 23.76%。

HOTELEX started to adjust the visitor with divided into two phases (HOTELEX & HOTELEX PLUS). Visitor from restaurant, snack shop, store, takeaway, café, drink and bakery shop reached a hit of 23.76%.



观众区域分布 VISITOR GEOGRAPHIC ANALYSIS

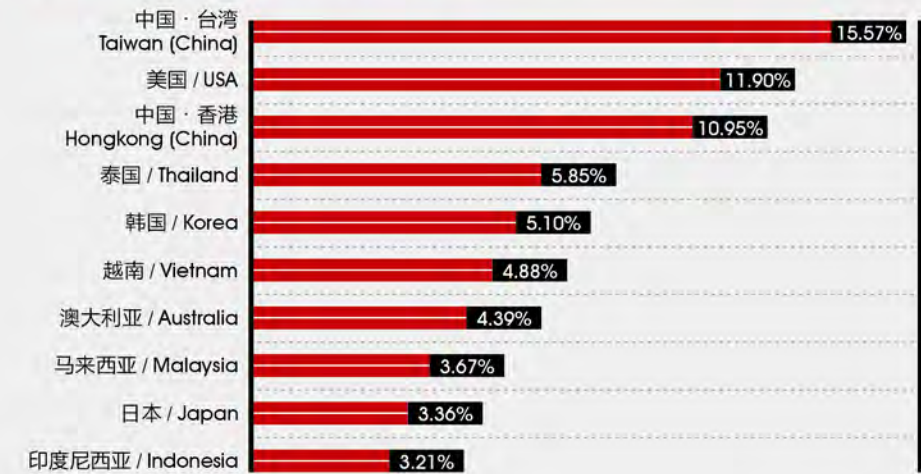
中国内地观众来源前十 TOP 10 REGIONS OF MAINLAND CHINA VISITORS



今年海外观众增长翻倍的国家和地区有越南、美国、澳大利亚、印度尼西亚等国家和地区，其中来自东南亚地区的观众占总体海外买家 20.95%，增长较快的国家有泰国、越南、印度尼西亚等国家；来自美国的观众占总体海外买家 12.46%，较 2017 年提升增长了近 3.2 倍；到场的澳大利亚专业买家也有近 2 倍的增长，以上国家及地区观众的增长表明 HOTELX 立意全球的行业地位。



港澳台及海外其他国家和地区观众来源前十 TOP 10 COUNTRIES & REGIONS OF HK, MACAU, TAIWAN AND OVERSEAS VISITORS



Overseas visitors from Vietnam, American, Australia, Indonesia hit a double increase this year. Specially, visitors from Southeast Asia occupied 20.95%, happening in Thailand, Vietnam, Indonesia act. Visitors from American occupied a percentage of 12.46%, increasing nearly 3.2 times than 2017's, while professional buyers from Australia hit a double. From the data above, HOTELX presented a strong improvement on a leading position in the industry.



VISITOR INTENTION 观众观展意向达成度

95.09% 收集市场讯息
COLLECTING MARKET
INFORMATION

93.18% 巩固与供应商
伙伴的联系
CEMENTING RELATIONSHIP
WITH SUPPLIERS
PARTNERS

91.67% 下订单
PLACING ORDER

92.75% 寻找新产品
SEEKING NEW PRODUCTS

91.10% 寻找特许经营授权方
经纪人
SEEKING FRANCHISORS

88.19% 寻找新供应商
SEEKING NEW SUPPLIERS



展商寄语 COMMENTS FROM EXHIBITORS

高达食品设备有限公司 / 市场总监 / 邱广
连续和博华合作的十多年里，参展感受每年都是非常不错且受益良多。我们可以在这个全球性的、全行业的展览平台上去和同行业交流、和客户交流，展示及介绍自己的展品，今年还新增了 VR 等增值服务，可以看出主办方在宣传方面做出了很大的努力。在此祝愿 HOTELEX 越办越好，期待下一年再相聚！

上海金城制冷设备有限公司 / 总经理 / 易明梅
时光荏苒，HOTELEX 迎来了第二十八个春秋。从这里我们结识五湖四海的朋友，从这里我们体会热血与从容。感谢 HOTELEX 这个平台，以及为提供周到而细致的服务做出的不懈努力与付出。未来更长的道路，让我们一起成长，一起迎接喜悦丰收的硕果，愿 HOTELEX 下一年再创辉煌！

意亚立餐饮设备（上海）有限公司 / 总经理 / 张斌
HOTELEX 一直是酒店领域最有代表性和规模的展览会，并且一直追求创新，勇于改变。我们也看到了展会的规模在不断扩大，档次、专业性也在提高，我司也将呈现出最好的产品为展会增添色彩。最后预祝展会越办越红火，让我们一起展望未来的锦绣前程，共创辉煌！

上海威顺商用机器有限公司 / 市场经理 / 马莉娜
威顺从 2007 年开始参加 HOTELEX 展至今已十二年了，通过这个平台，充分展示了公司产品，推出独特的服务理念，提高公司业界的知名度，赢得市场用户。同时，每年的 HOTELEX 展是行业发展的风向标，面对当今严峻的国际、国内经济形势，国内外厂商踊跃参展，透过其参展理念，可直观其企业的宣传、文化、发展和服务理念，全面展示行业发展脉络。展商和专业观众的互动程度，是展会取得成功的重要标志之一，也是我们最看重的方面。我们感谢博华，能够提供给我们这样一个平台，我们也将继续支持 HOTELEX 展。

罗斯泰克（上海）国际贸易有限公司
中国最好的展会团队，带来的中国最好的酒店用品展。希望不久的将来成为全球最顶尖影响力的专业展会。

鲜活果汁工业（昆山）有限公司 / 协理 / 陈建昇
本次上海酒店用品展众星齐聚一堂，各展企业风采，在主办方博华的安排下，我司顺利进行了布展工作，人员入场引导，货车入场安排及撤展工作，我司有幸参加主办方颁奖晚宴，并获得食品饮料最佳供应商大奖，今年展会整体流程清晰，安排有序到位，最后，我司预祝日后的展会可以更加的精彩！

苏州市佳禾食品工业有限公司 / 销售总监 / 金伟
我们非常感谢 HOTELEX 提供了此次展会交流的平台，是我们行业内的盛大聚会，我们不仅从产品到应用，全方位、多层次的展示我们的品牌形象，还与同行一同探讨产品流行新资讯，行业发展新方向。此次展会精彩纷呈，接下来我们将不断努力，与时俱进，致力于为行业内带来更好的产品，提供更多的解决方案。我们在今后的也将继续与 HOTELEX 携手并进，共同创造新精彩，谱写发展新篇章！

北海贝因美乳品有限公司
每年厂商及客户数量极大提升，交易客户及质量显著提高，服务商人性化落实到位，配套设施愈加完善。

烟台祥佑国际贸易有限公司
CEO / Riccardo Lettieri
祝贺 2018 上海国际酒店及餐饮业博览会顺利闭幕，HOTELEX 始终坚持中高端行业产品的展示为参展商提供了一个专业展示的平台，同时也让这个行业的能人汇聚上海参加各种专业的比赛可以互相学习交流，也受益于广大寻求采购资源的经营者和消费者；来自全球的展商、观众、参赛选手都被 HOTELEX 的热情所感染，再次感谢博华提供这么专业的平台。

Hobart Food Equipment Co., Ltd. / Marketing Director
More than 10 years cooperation with UBM Sinoexpo, we experienced excellence and benefited a lot from it. On this global and industry-wide exhibition platform, we had chance to exchange minds with peers, communicate with customers and introduce our products. Additionally, VR service was added this year, which we can see the organizers have made great efforts in publicity. We are looking forward to the next year and wish HOTELEX better.

Shanghai Jincheng Refrigeration Equipment Co., Ltd. / Maggie Yi/General Manager
Hotelex welcomed its 28 edition, from which we met various friends. Thanks for Hotelex to provide thoughtful and meticulous service. Let us grow strong to welcome a brilliant future.

Ali Group China/ General Manager
Hotelex has always been the leading and large-scale exhibition, pursuing innovation and challenge. We also saw exhibition is expanding and developing, not only level but also professionalism, from which we have chance to display the best products. I wish the exhibition to be better and wish to cooperate to create brilliance.

Veetsan Marketing Manager
Veetsan has participated in Hotelex for 12 years since 2007, from which we fully presented our products and outstanding service, improved brand awareness and attracted customers. Meanwhile, as the industrial leader, HOTELEX based on its promotion, cultural and service value brought us with up-to-day economic trend, both international and domestic manufacturers, domestic and foreign manufacturers. The interaction between exhibitors and professional visitors is one of the important signs for its success, and it is what we valued. Thanks for UBM Sinoexpo to bring us here and we will continuously support it all the time.

RoasTek (Shanghai) International Trading Co., Ltd.
HOTELEX is the best team to provide the best hotel exhibition in China. We expect it to become the world's most influential professional exhibition in the future.

Fresh Juice Industry (Kunshan) Co., Ltd. Assistant Manager
HOTELEX gathered excellent exhibitors in a hall. Under the effective organization, we successfully carried out work, guidance, freight and move-out. I am honored to attend the Mirror Award and win the Food & Beverage Supplier Award. The exhibition went fluently and I wish the exhibition be more wonderful!

Suzhou Jiahe Foods Industry Co., Ltd. Branding Manager
Thanks for HOTELEX to provide a platform for exhibitors to exchange minds. It is a feast that we not only display products and brand image but also to communicate with peers. The exhibition is brilliant and we look forward to grow up with HOTELEX to create future and produce better products.

BEIN MATE
The number of manufacturers and customers improved increasingly each year. We found excellent buyers and exhibitors, user-friendly implementation and a better supporting facilities.

Aurora International Trade Co., Ltd. CEO / Riccardo Lettieri
Congratulations to the successful closing of the HOTELEX 2018. HOTELEX has always insisted to provide a high-end professional platform, to gather talents in Shanghai to participate in various professional competitions and to benefit from majority of operators and consumers seeking to procure resources. Exhibitors, visitors and competitions from all over the world have been infected by HOTELEX's enthusiasm. Once again, we thank UBM Sinoexpo for providing such a professional platform.



论 / 坛 / 报 / 告

FORUMS

REVIEW



新饮品时代—HOTELEX国际酒店 与餐饮业博览会饮品高峰论坛

NEW ERA OF DRINKS—HOTELEX SHANGHAI DRINKS FORUM



3月27日“新饮品时代”HOTELEX 饮品高峰论坛”由上海博华国际展览有限公司和餐饮老板内参联合主办，现场餐饮老板内参发布了“2018 饮品大数据”，更是让在场超过 400 人的听众感受到了消费升级的商机。

The beverage industry has never developed as fast as it is now. It has never been as variable as it is now. The highlight turns to deconstruct the macro industry situation, guiding practitioners to make forward-looking trend analysis as reference.

同时，与各位行业大咖共同探讨总结出俘获年轻人的 9 条经验：

①不要讲大道理，要用行动引共鸣 ——喜茶 CMO 肖淑琴

产品要持续推陈出新；空间需要不断升级，更多以不同风格主题店为品牌注入了新鲜感；不定期的品牌跨界合作，让消费者看到品牌的多面展示。

②走到餐厅门口，他们也会会看点评 ——蜜雪冰城 CBO 大龙

要考虑品牌与消费的接触端口，这些端口是触发产品研发，品牌推广的关键。

③按年轻人的生活节奏来安排消费 ——奈雪的茶华东总经理刘文

表示：要抓住年轻消费者，一定要了解他们的生活方式，因为生活习惯具有惯性。

④不要用年龄区分消费者，要用价值观 ——大益集团 CBO 李华：产品要契合的不是年龄需求，而是价值观需求。



⑤打广告，你得换一种姿势

⑥让产品有特点，年轻化口味需求要和时代需求结合

⑦年轻消费者的“强需求”，是社交需求——西尾抹茶创始人刘琪

⑧品牌用户分析，不要局限在线上

⑨品牌崛起的前提，三品类融入消费生活——GABEE x Coffee Vioce 联合创始人林东源

年轻消费群体的更迭体现消费升级大潮中的一个缩影，一场关于消费市场的变革正在从产业端发生根本性变化。不知身处市场中的你是否已经做好了准备，迎接挑战？

参与嘉宾 / PARTICIPANTS

■张琳娟，餐饮老板内参副总裁，■路文兵，《咖门》创始人 ■肖淑琴，喜茶 CMO ■李华，大益集团 CBO ■大龙，蜜雪冰城 CBO ■林东源，GABEE. x Coffee Vioce 联合创始人 ■刘琪，西尾抹茶联合创始人 ■刘文，奈雪的茶华东区总经理



2018 中央厨房建设与发展高峰论坛 CENTRAL KITCHEN CONSTRUCTION AND DEVELOPMENT FORUM 2018



中央厨房运作模式是现代一种标准化、规范化、数字化、工业化、科学高效的现代餐饮经营生产运作模式，可以说是当代餐饮的先进模式，也是目前餐饮经营走数字化、工业化生产的绝佳运作方式，是大型连锁餐饮企业赢得市场基本的保障。

为顺应时代发展需求，中央厨房正以高度集中化的姿态得到全方位关注。本次论坛聚焦“中式快餐中央厨房发展趋势”、“中央厨房的设计规划”、“中央厨房的菜品研发和供应链管理”、“鲜食工厂产品质量管控及运营管理”以及“中餐工业化的产业链建设”等问题，深入探讨，并引进海外先进案例，从可持续性角度出发，放眼未来，为亚太区餐饮业主和设备供应商提供第一手解决方案和市场动向。

The operation mode of central kitchen is a standardization, digitization, industrialization, scientific and efficient operation. It

can be considered as an advanced operation model of contemporary restaurant, and it motivates the restaurant to become digitization and industrialization. It is the basic guarantee for a large chain catering enterprises to win the market. In order to meet the development needs, the central kitchen now is getting attention all around. The forum will focus on issues such as "Construction plan of central kitchen", "Operation management of central kitchen", "Research and development of central kitchen dishes" and "Future development and profit model". The forum will focus on the core questions of central kitchen, explore, and introduce the advanced cases overseas. From the perspective of sustainability, they look into the future, provide first-hand solutions and market trends for the restaurant owners and equipment suppliers in Asia-Pacific.

参与嘉宾 / PARTICIPANTS

- **冯恩援**
中国烹饪协会副会长、《中国餐饮》编委会主任、《中国餐饮年鉴》编委会副主任
- **陈世钻**
台湾中央厨房规划设计施工资深专家、原台湾麦当劳运营督导、厦门联华、宁波申洲、海底捞、淮安百斯特中央厨房工程项目总协调
- **张鸿烈**
上海华食企业管理有限公司董事总经理、肯德基创意研发金锅奖得主、原联合利华饮食策划首席顾问
- **陈重杰**
全家（中国）技术总监、从事鲜食工程设计与生产长达15年
- **许有成**
上海雅各来食品科技有限公司总经理
- **孟庆芬**
中国营养餐产业技术创新战略联盟副理事长兼秘书长

2018 HOTELEX 中国餐饮业高峰论坛——餐饮业下一个风口 2018 HOTELEX CHINA CATERING INDUSTRY FORUM



餐饮市场的竞争，必将回归到品牌间的竞争。同时，资本扩张将成为2017年的年度大戏。知名中餐连锁店开始提炼经营技术、积淀品牌价值、整合上下资源，融资扩张成了餐饮业加速发展的新模式。

餐饮圈也是“餐饮江湖”。一旦成了江湖，势必就有刀光剑影，暗流汹涌。有人成了独孤求败，有人成了无名的刀下之鬼。很多人看着那些餐饮大牌生意做得红红火火，于是奋不顾身地投身进去，却不知，要想同样成为大牌，必须懂得这行里的“道”。而其中不少，还是无间道。

餐饮业的下一个风口到吹向在哪里？如何迎难而上？成为了餐饮人最为关心的话题之一。

本届论坛邀请了餐饮连锁企业，品牌化企业的佼佼者参与，共同分享餐饮供应链的管理及未来发展趋势

The battle of catering market will be back to the brand competence. Besides, capital expansion become to be the highlight in 2017. Famous Chinese restaurant chain began to refine their management technology, accumulate brand value and integrate the resource. The financing expansion became a new model to accelerate the improvement of catering industry. As a result, the catering industry turns to be a cruel market. When is the next chance of the catering industry and how to overcome the challenges became the top topics of catering people. The forum invited the catering chain enterprises and elites, sharing management experiences and discuss future development trend.

- 参与嘉宾 / PARTICIPANTS**
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 - **刘峰** 鱼非鱼 / 创始人
 - **曹羽中**
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上海正品贵德软件有限公司 / 总经理
 - **黄平** 饿了么 / 副总裁
 - **翁伟** 盒马餐饮事业部 / 总经理

餐饮行业是红海也是蓝海，行业的坚持与取舍 ——现代餐饮行业变革高峰论坛 MODERN CATERING INDUSTRY REVOLUTION SUMMIT FORUM



- 餐饮行业市场巨大，是红海也是蓝海；味道传承大正确不在于正宗，在于是否满足当下时代消费者
- 未来餐饮行业大量营业额将在线上完成，大势所趋；品牌需不断创新，品牌需不断守旧
- 设计，救不活一家菜不好吃的餐厅；拥抱外送趋势，持续缩小的前厅面积

Catering industry market is a huge cake. Everyone is looking forward to it. Meanwhile, the online shopping become a chance for it. Brand needs to be constantly updated to follow the step of the era. Even a good taste restaurant will be failed for standstill. Open minds to hug the current trend, focusing on takeaway and shortening the lobby area.

- 参与嘉宾 / PARTICIPANTS**
- **马佳悦**
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 - **沈巍**
上海银星皇冠酒店行政总厨
 - **江礼斌**
东方航空食品投资有限公司美食创意中心主任
 - **杨兵**
至道品牌 艺彩昭和总经理
 - **吴佳斌**
老磨坊餐饮管理有限公司总经理

2018 CMBC 酒吧管理者及威士忌圆桌会议(上海) 2018 CMBC BAR MANAGEMENT AND WHISKY ROUND TABLE



随着中国酒吧行业的迅猛扩张和发展，如何运营酒吧以达到长足的发展成为了酒吧管理者们最关心的事。由 CMBC 裁判团队发起的 CMBC 酒吧管理者论坛，在北京、成都、广州、上海四地举办。论坛汇聚了国内各大城市一流酒吧的主理人，为推动国内酒吧行业的良性发展，展开讨论、分享经验。3月26日的上海站，作为全国旗舰场，我们邀请了全国知名酒吧的主理人以及美国蒸馏协会的大使到场，为每一位到场的酒吧管理者分享自己的酒吧管理经验以及美国威士忌知识。

As the increasing expansion and development of China's bar industry, how to run a bar to achieve a significant development has become the most concerned for bar managers. Sponsored by CMBC Referee Team, CMBC were held in Beijing, Chengdu, Guangzhou and Shanghai. The seminar brings together the leading people in the major cities of China, in order to promote a healthy development of domestic bar industry, discuss and share experience. Shanghai station as the national flagship hold on 26th March, we invited the national famous bartenders and the American Distillation Association ambassador to the scene, sharing their experience in bar management and American whisky knowledge.

参与嘉宾 / PARTICIPANTS

- 金众磊
上海星座集团创始人
- 何浩云
上海工商职业技术学院
PICH 餐旅服务学院饮品教育总监
- 冒建强
Mingo 酒吧创始人
- Lawrence Xie
美国蒸馏酒协会品牌大使

中国披萨行业现状及发展论坛 CHINA'S PIZZA INDUSTRY STATUS AND DEVELOPMENT FORUM



所谓“意大利人发明了披萨，美国发扬了披萨，中国人坐享了披萨”，披萨已经在中国具备了庞大的市场规模。“舶来品”披萨在中国市场增速迅猛，而且还将继续增长。相关数据显示，披萨产值已经从2010年的83亿，发展到了2017年的245亿。对于创业者来说，披萨行业依然蕴藏着机遇。

The so-called "Italians invented pizza, the Americans promote pizza, the Chinese enjoy pizza", pizza has owned a huge market size in China. The "import" pizza is growing rapidly in the Chinese market and will continue to grow. According to the data, the value of pizza has grown from 8.3 billion in 2010 to 24.5 billion in 2017.

For entrepreneurs, the pizza industry still contains opportunities.



参与嘉宾 / PARTICIPANTS

- 顾叶挺
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联合创始人
- 李文扬
舒格雷·李
MASTER PIZZA 创始人
- 张金玉
百特喜餐饮管理有限公司 总经理

SHANGHAI COFFEE & WINE FESTIVAL 上海国际咖啡美酒文化节



2018 上海国际咖啡美酒文化节是第二年登陆上海，吸引了 80 家国内外咖啡馆及部分酒商，现场包含网红咖啡馆、主流咖啡馆等。人气爆棚，咖啡馆每天赠送咖啡过万。发现剧场邀请了 30 多位国内外知名咖啡人，现场演说不一样的咖啡领域。

It is the second year of Shanghai Coffee and Wine Festival 2018 to launch in Shanghai, successfully attracting 80 domestic and overseas cafes and some wine merchants. Visitors were crazy about it and the feast continued to be crowded till its closing. A ten thousand cups of coffee was sold out for free per day. At the same time, the COFFEE & DRINKS OWNER SALON invited more than 30 famous coffee practitioners to share their interesting experiences.



参展店铺名录 / SHOP LIST



大小咖啡
我是美达咖啡馆
Minimax 咖啡馆
天放咖啡
ziin café 吱音咖啡
single origin roasters
粉那么浓咖啡馆
S.O.E. COFFEE ROASTERS
梦咖 blacksheep esp
一起的时光 Café
1.ZCoffee
Barista King Station
柔木咖啡
月球咖啡
Prussian Blue 普鲁斯兰咖啡
Peepo Café 人民咖啡
Ocean Grounds
Chembox
A&A 咖啡

樱花茶饮
燥势咖啡
路线图咖啡
Essen Coffee 逸山咖啡
质馆咖啡
SeeSaw
Café Du Village
Mobys
Little bean
Fish eye Café
青藤咖啡
Outman Coffee
Whino
Random Café & design
UniUni
seven 咖啡
60 颗咖啡
Uncle No Name Espresso

Gabee
CHAI
冰山理论
流心咖啡
金嘉纳
JaGabi/ 优圣格
大益茶庭
Mo+Café
AR Café
隔壁工坊
1454 's Café
Superman Esp

(以上排名不分先后)

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上海国际咖啡美酒文化节
——发现剧场/咖啡饮品馆主沙龙
SHANGHAI COFFEE & WINE FESTIVAL & DRINKS OWNER SALON



想真正地读懂一家咖啡或茶饮店，就一定要去了解他们的老板。

作为上海国际咖啡美酒文化节的保留节目，发现剧场与咖啡节一脉相承，将国内外知名咖啡馆、饮品店店主请到现场为大家讲述运营一家咖啡馆、茶饮店的幕后心得。

贯穿 4 天展期、7 大主题（街忆永康路、跨界网红咖啡馆的 N 种可能、沪上精品咖啡的三个时代、洋气咖啡馆：大师在对话、上海三大窗口咖啡始祖、有一种咖啡馆叫冠军店、茶饮新思潮）、36 场业内顶尖人物的头脑风暴，给包含投资者、经营者、爱好者在内的观众带来了干货满满的听觉享受。

As an important part of the Shanghai Coffee & Wine Festival, the COFFEE & DRINKS OWNER SALON connected famous cafes from domestic and overseas to share experiences about cafe and drink business.

The 4-day exhibition covered 7 topics, 36 brainstorming, and brought audiences (investors, operators, fans) useful knowledge.

部分参与嘉宾 / PARTICIPANTS

胡颖@Nectar One Café
Ben Evans @ uncle no name espresso
张寅喆@ Uniuni
陈思玮@OPS CAFÉ
韩玉龙@Manner coffee
Niils Weisensee @ Café del Volcán
Tetsu Kasuya @ Philocoffea
YASUO SUZUKI@TRUNK COFFEE
郑松茂 @ 质馆咖啡



SHANGHAI COFFEE
& WINE FESTIVAL
上海国际咖啡美酒文化节

2018世界咖啡师大赛中国区总决赛 2018 CHINA BARISTA CHAMPIONSHIP



世界咖啡师大赛中国区选拔赛授权于世界咖啡师竞赛 (WBC), 是目前中国唯一一项具有专业水准、系统运作和国际认证的咖啡制作比赛, 享有“咖啡奥林匹克”的美誉。其旨在发现和引导咖啡潮流、传播咖啡文化, 为全球的咖啡师提供一个表演、竞技和交流的平台。赛事由上海博华国际展览有限公司于 2003 年引入中国后, 着重突出咖啡的制作环节和技术, 并一直致力于弘扬中国咖啡文化理念和事业。世界咖啡师大赛中国区选拔赛骄傲的跨入第十六个年头, 在全国 20 多个赛区 300 多名选手中选拔, 覆盖中国大陆华东、华北、华南、西南地区主要中心城市, 选拔出来的 39 名优秀咖啡师在 2018 年 3 月 26 日至 3 月 29 日的 HOTELEX Shanghai (上海国际酒店及餐饮业博览会) 的总决赛决出代表中国参加世界咖啡师大赛的唯一资格。

China Barista Championship (CBC) is the exclusive professional competition authorized by WBC. CBC aims to provide a platform for coffee professionals and enthusiasts to share, compete and celebrate.

CBC was introduced to China by Shanghai UBM Sinoexpo in 2003. It has become the cradle of up-rising young coffee professionals in China. CBC has marched into her 16th year with 20 division competitions covering East, North, and Southwest region of China. Champions representing 20 division competitions will gather at HOTELEX Shanghai 2018 to battle it out for the exclusive spot to compete at WBC 2018.

赞助商 / SPONSORS



2018世界咖啡冲煮大赛中国区总决赛 2018 CHINA BREWERS CUP CHAMPIONSHIP



精品咖啡的每个环节都是理性与感性兼具的创作, 从自己服务的客人需求中寻求前进的动力, 来客的回馈, 累积出成就咖啡生涯的印记。

作为全球咖啡专业赛事的中国区授权单位上海博华国际展览有限公司一直引领着咖啡领域的步伐。纵观去年的咖啡冲煮大赛, 此项赛事总报名人数就高达 300 多人。世界咖啡冲煮大赛要求选手在规定的时间内完成指定冲煮项目和自由冲煮项, 同时也要求选手不仅要展示卓越的冲煮技巧而且要提供专业的讲解服务, 分享精品咖啡的独特之处。

Every aspect of fine coffee is a combination of rationality and sensibility. It requires baristas to seek the driving force from the needs of their guests, and to collect feedbacks from visitors.

As the authorized organization of the global coffee professional competition in China, the UBM Sinoexpo has been leading the pace of the coffee industry.

Throughout the China Brewer Cup Championship last year, the total number of applicants for this event was as high as 300. The Brewer Cup Championship requires players to complete designated brewing programs and free brewing within the specified time. It also requires players not only to demonstrate excellent brewing skills but also to provide professional explanation to share the unique features of fine coffee.

赞助商 / SPONSORS



选手及观众来源 SOURCE OF VISITORS

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、星级酒店、酒吧
Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

获奖名单 / AWARD LIST

冠军/朱金贵 亚军/胡颖 季军/庞卉
第四名/南鹏 第五名/潘玮
第六名/赵荣杰

Champion: Zhu Jingui
Runner-up: Hu Ying
Third Place: Pang Hui
Forth Place: Nan Peng
Fifth Place: Pan Wei
Sixth Place: Zhao Rongjie

选手及观众来源 SOURCE OF VISITORS

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、星级酒店、酒吧
Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

获奖名单 / AWARD LIST

冠军/杜嘉宁 亚军/赵轶楠
季军/肖晓娟 第四名/李思莹
第五名/敖婷婷 第六名/陈昱昕

Champion: Du Jianing
Runner-up: Zhao Yanan
Third Place: Xiao Xiaojuan
Forth Place: Li Siying
Fifth Place: Ao Tingting
Sixth Place: Chen Yuxin

2018世界拉花艺术大赛中国区总决赛 2018 CHINA LATTE ART CHAMPIONSHIP



在如今这样一个颜值至上的社会，拉花图案从简单到复杂，不断的提升。拉花咖啡开始成为一种艺术品，这一方面可以满足人们对美的追求，另一方面也成为了朋友圈吸引人眼球的一大亮点。对比手冲和烘焙，以绚丽的手法和多变的图案为代名词的拉花咖啡似乎显得更具有艺术性。

In today's society where everyone seeking beauty, the Latte Art is improving and getting more complex. The pattern on coffee is becoming a kind of art, which can satisfy people's pursuit of beauty. Compared to hand punching coffee and coffee roasting, the latte art coffee seems to be more artistic as it contains skills and varied patterns.

在咖啡发展迅速的时代，如今的中国，越来越多的咖啡师加入了拉花行业。这一方面是对艺术的追求，另一方面也是对咖啡师的挑战。

As coffee industry developing rapidly in China, more and more baristas have joined the Latte Art industry. It reflects the pursuit of art, while it can also be seen as a challenge to baristas.

当我们为咖啡师创造的图案不断赞赏时，这是对他们背后辛勤尝试和练习的肯定。在世界拉花咖啡大赛中，中国选手获得的最好成绩是全球第二名，这是对中国拉花咖啡师的一种认同更是一种激励。让大家看到了拉花咖啡更大的前景。

When we appreciate the patterns that created by baristas, we are encouraging their hard work and practice. In the World Latte Art Championship, the best result of Chinese players is the runner-up. This is a kind of encouragement for the Chinese Latte Art industry, and allow everyone to see the bigger prospect of Latte Art Coffee.

选手及观众来源 SOURCE OF VISITORS

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、高星级酒店、酒吧
Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

获奖名单 / AWARD LIST

- 冠军/梁凡 亚军/张元一
季军/卢道强 第四名/马皓月
第五名/黄凯
第六名 殷光辉

- Champion: Liang Fan
Runner-up: Zhang Yuanyi
Third Place: Lu Daoqiang
Forth Place: Ma Haoyue
Fifth Place: Huang Kai
Sixth Place: Yin Guanghui

赞助商 / SPONSORS



2018世界咖啡杯测大赛中国区总决赛 2019 CHINA CUP TASTERS CHAMPIONSHIP



三角杯测是实力和运气相辅相成的活动，在 10 分钟需要喝 8 组，24 杯不同的咖啡，每组咖啡里会有一杯不同，选出这杯不同的，累计正确数量多的为胜，同样杯数的情况下，时间少的为胜。这是一个风味的战场。同时，也需要幸运女神的眷顾。每一次的开杯，都是如此激动。

The Cup Tasters Championship is an activity that requires both strength and luck. In 10 minutes, each player need to drink 8 groups, 24 cups of coffee. Each group of coffee will have a different one that candidates need to pick out. The victory is depend on accuracy, and in the case of same accuracy, who use less time is the winner. The Cup Tasters Championship is a battle of flavour, and every time to open the cup is exciting.

作为全球咖啡专业赛事的中国区授权单位，上海博华国际展览有限公司一直引领着咖啡领域的步伐，在中国已经成功开设了咖啡师、咖啡拉花、咖啡冲煮赛事。2015 年世界咖啡杯测大赛在中国迎来了第一站，备受关注。当时吸引了来自全国 150 位选手报名参见加。比赛至今，热度未减。杯测比赛给咖啡豆带来了新的市场，让更多的人了解风味和咖啡豆。

As the authorized organization of the global coffee professional competition in China, the UBM Sinoexpo has been leading the pace of the coffee industry. In China, it has successfully held China Barista Championship, China Brewer Cup Championship, and China Latte Art Championship. In 2015, the World Cup Tasters Championship firstly landed on China. The China Cup Tasters Championship received much attention till now. At that time, it attracted 150 players from all over the country to register. The Cup Tasters Championship has brought a new market for coffee beans, allowing more people to understand different flavour of it.

选手及观众来源 SOURCE OF VISITORS

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、高星级酒店、酒吧
Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

获奖名单 / AWARD LIST

- 第一名：柴煜恒
第二名：李璐
第三名：吴甘
第四名：朱今谨

- Champion: Chai Yuheng
Runner-up: Li Lu
Third Place: Wu Gan
Forth Place: Zhu Jinjin

赞助商 / SPONSORS



2018世界咖啡烘焙大赛中国区总决赛 2018 CHINA COFFEE ROASTING CHAMPIONSHIP



世界咖啡烘焙大赛 (WCRC) 是由世界咖啡与活动的先驱世界咖啡赛事组委会 WCE(World Coffee Events) 基于推广精品咖啡发起的一项赛事, 于 2013 年首次在法国尼斯举行。2016 年, WCRC 首次被引入中国, 在上海国际酒店用品博览会 (HOTELEX SHANGHAI 2016) 上拉开帷幄, 并连续两年承接世界总决赛, 来自全球 23 位国家冠军在中国争取唯一的殊荣。

此项赛事创下了中国系列咖啡赛事单个赛事选手报名超过 400 位的成绩, 在 2018 年预选赛报名同样已 30 分钟报满成为佳话。

咖啡生豆评级、设定指定咖啡豆的最优烘焙曲线以及咖啡豆烘焙成品的品质, 综合考察烘焙师的专业素质及能力是此赛事的主要三个板块, 不仅考验了选手对于咖啡的理解、认知。还加强选手的每一次烘焙的熟练度。

The World Coffee Roasting Championship (WCRC) was launched by World Coffee Events (WCE) based on the promotion of fine coffee. It was first held in Nice, France in 2013. In 2016, WCRC was first introduced to China and appeared on HOTELEX SHANGHAI 2016. WCRC held its finals in China for two consecutive years, champions from 23 countries around the world come to China and have a competition.

The China Selection of this event set a record for more than 400 players register in a single coffee competitions. In 2018 China Selection, it only take 30 minutes to full register.

The coffee bean grading, prepare roasting plan and evaluate roasted coffee beans are the main sections of the competition, which examining the professional qualities and abilities of participants. This championship not only test the players' understanding and cognition of coffee, but also enhances the proficiency of each of the players' coffee roasting skills.

选手及观众来源 SOURCE OF VISITORS

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、高星级酒店、酒吧
Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

获奖名单 / AWARD LIST

冠军 / 梁引
亚军 / 马如平
季军 / 叶伟伟

Champion: Liang Yin
Runner-up: Ma Ruping
Third Place: Ye Weiwei

赞助商 / SPONSORS



2018上海国际潮流饮品创意制作大赛 2018 SHANGHAI INTERNATIONAL FASHION DRINKS COMPETITION



作为饮品行业产业链的风向标, 上海国际潮流饮品创意制作大赛无论从比赛规模、参赛选手数量、观众数量及专业评委团都创历史新高, 又一次为展商、评委、选手和专业观众献上了一场专业性参与性高度融合的行业交流盛宴。第五届上海国际潮流饮品创意制作大赛开设了八站分区赛, 每个赛区的前三名获奖者代表该赛区参加 2018 年 3 月 26 日至 29 日在上海国际酒店及餐饮业博览会上举办的全国总决赛。随着越来越强大的专业背景和精彩的现场挑战, 潮流饮品大赛将以其独有的形式影响并推动着饮品市场的前行。

As the drinks industry benchmark, Shanghai International Fashion Drinks Competition hit a historical height this year. A professional feast has been held for our exhibitors, judges, competitors and professional visitors. The 5th Shanghai International Fashion Drinks Competition has marched 8 division competitions. Competitors representing 8 division competitions gathered at HOTELEX shanghai 2018.

With the increasingly powerful professional background and the wonderful performance, "Fashion Drinks" will affect the drinks industry by its unique form.

选手及观众来源 SOURCE OF VISITORS

连锁餐饮、饮品加盟店、咖啡店、茶餐厅、饮品原料制造商、代理商、专业合作学院

Catering Chains, Franchise Stores of Drinks, Coffee Shop, Restaurants, Manufacturers of the Source Materials of Drinks, Agents, Professional Cooperative School

获奖名单 / AWARD LIST

冠军 / 张俊杰
亚军 / 宋丽华
季军 / 禹博川

Champion: Zhang Jun Jie
Runner-up: Lemon Song
Third-place: Yu Bo Chuan

赞助商 / SPONSORS





第七届中国国际调酒大师杯 THE 7TH CHINA MASTER BARTENDER COMPETITION

中国国际调酒大师赛 (China Master Bartender Competition, 简: CMBC) 是一项具备专业性和公正性的调酒师赛事。由全球知名策展公司亚洲博闻集团旗下 - 上海博华国际展览有限公司主办, 与国内权威专业评委、酒吧合作。通过这一赛事, 希望激发调酒师们产生更多灵感、了解品牌知识及历史背景, 更好的把比赛中收获的知识经验和带入到工作中, 服务消费者, 让烈酒文化在中国得到正能量的传播。

亚洲调酒师全明星对抗赛 (Asia Bartender Challenge), 选手来自亚洲 10 余个国家和地区本年度 IBA 冠、亚军。为各国调酒师提供一个文化交流和切磋的平台, 同时也将中国的鸡尾酒和酒吧文化传播出去, 更让观众在国内就能近距离欣赏到世界调酒师的风采!



The China Master Bartender Competition (CMBC) has been successfully held by UBM Sinoexpo for 7 years. As a fair and scaled bartender competition in the industry, the CMBC becomes more internationalized, and has attracted increasingly amount of overseas audiences and participants. The aim of this competition is to inspire bartenders, to help them understand brand knowledge and historical backgrounds, and help to spread the cocktail culture in China. Asia Bartender Challenge is a competition that invite bartenders from more than 10 countries and regions in Asia, which include this year's IBA champions and runner-ups. It provides a platform for cultural exchanges and discussions among bartenders in various countries, and also spreads out Chinese cocktails and bar culture. This competition allows local audiences to watch the world bartender's style in Shanghai.

选手及观众来源 SOURCE OF VISITORS

酒吧、夜店、私人会所、KTV、进口商、代理商、经销商、零售商、电商、星级酒店、社会餐饮、娱乐场所、学校及饮品和酒类培训机构、协会、媒体等

Bar, pub, club, KTV, Importer, wine agent, distributor, retailer, starred hotel, fine dining, entertainment venue, bartender institute, association, media

■ 传统组

冠军: 蔡云峰
亚军: Frederick Ma
季军: 徐睿

■ 亚洲赛

冠军: 蔡云峰 (中国)
亚军: Frederick Ma (中国)
季军: Ayumi Endo (日本)

■ 花式组

冠军: 王磊
亚军: 曹明智
季军: 何承君

CREATIVE CLASSIC

Champion: CAI Yunfeng
Runner-up: Frederick Ma
Third Place: XU Rui

ASIA BARTENDER CHALLENGE

Champion: CAI Yunfeng
Runner-up: Frederick Ma
Third Place: Ayumi Endo

FLAIR TENDING

Champion: WANG Lei
Runner-up: CAO Mingzhi
Third Place: HE Chengjun

赞助商 / SPONSORS



第七届世界面包大赛中国队选拔赛 暨世界面包大使中国精英赛-华东分区赛 THE 7TH WORLD OF BREAD CONTEST CHINA SELECTION-EASTERN DIVISION



“世界面包大赛 (Mondial du Pain) 始于 2007 年, 由世界面包大使团 (Les Ambassadeur du Pain) 在法国创建, 目前有 60 余个国家和地区参加, 代表了各个国家及地区最高的面包烘焙水平, 被称为面包界的“奥林匹克”。

为促进中国餐饮业烘焙技艺发展交融, 挖掘餐饮业烘焙面点的市场潜力和优秀人才, 经世界面包大使团认定, 特举办“第七届世界面包大赛中国队选拔赛”, 本次选拔赛共有 13 站比赛, 近百位选手的参与, 将于 2019 年 4 月选出代表中国队参赛的最终人选, 参加 2019 年 9 月在法国南特举办的“第七届世界面包大赛”。

The “Mondial du Pain” (World Bread Contest) was founded in 2007 by Les Ambassadeur du Pain in France. More than 60 countries and regions are present, representing the highest bread baking level in various countries and regions. It is an authoritative event in the world's bread industry and is known as the “Olympic” in the bread industry.

In order to promote the development of baking technology in China's catering industry, and to tap the market potential and talents of the bakery industry, we specially held the “7th World Bread Contest China Selection”. There are 13 divisions in China, and nearly 100 players will participate. In April 2019, we will select a team from them to represent China to participate in the “7th Mondial du Pain” held in Nantes, France in September 2019.

选手及观众来源 SOURCE OF VISITORS

面包师, 烘焙师, 培训机构及烘焙爱好者

Bakers, training institutions and bakery lovers

获奖名单 / AWARD LIST

冠军 / 刘欣
亚军 / 许南南
季军 / 吕强

Champion Liu Xin
Runner-up Xu Nannan
Third-place Lv Qiang

赞助商 / SPONSORS



2018 上海国际披萨大师赛 2018 SHANGHAI PIZZA MASTER COMPETITION



上海国际披萨大师赛是由上海博华国际展览有限公司于 2013 年发起, 是国内顶级的职业竞技赛事。本赛事旨在推动披萨技术, 引领披萨商业潮流、传播披萨文化为己任, 并为中国职业披萨厨师提供一个表演、竞技和交流的平台。

上海国际披萨大师赛的赛程紧扣披萨制作技能及商业创新能力两大主题, 并为此设定了严谨的比赛流程, 严格的评分标准, 旨在促进披萨职业素养, 推动中国披萨商业发展。

Shanghai Pizza Master Competition was organized by Shanghai UBM Sinoexpo in 2013. Aiming to accelerate the development of the pizza industry in China meanwhile to promote the innovation of pizza products by spreading the knowledge of pizza, discovering the talents of pizza and providing a platform for Chinese professional pizza chef.

Schedule of competition is closely with two main themes: pizza making skills and creative business ability, setting up strict game process and scoring standard, the purpose is to promote professionalism and business development of Chinese pizza industry.

选手及观众来源 SOURCE OF VISITORS

连锁餐饮, 食品饮料原料制造商, 代理商, 茶餐厅, 娱乐场所, 星级酒店, 咖啡厅, 烘焙店。

Chain Catering, Food & Drink Materials, Western Restaurant, Baking school, High-star Hotels, Coffee shop

获奖名单 / AWARD LIST

冠军: 严国城
亚军: 许兴行
季军: 刘晗

Champion / YanGUO Chen
Runner-up / XuXing Hang
Third Place / Liu Han

赞助商 / SPONSORS



2019世界披萨大赛中国区选拔赛 2019 WORLD PIZZA CHAMPIONSHIP CHINA DIVISION



本次大赛是由上海博华国际展览有限公司和意大利大赛组委会强强联手，共同举办，并得到了业内诸多企业及品牌的赞助。

大赛现场来自世界各地的选手组成，经过激烈的角逐，冠军由李国伟获得。他制作的披萨获得了评委一致的好评。他将赢得由大赛组委会提供的前往意大利的往返机票作为奖品，代表中国前往世界舞台，与来自全球的披萨大师们一较高下。

The event has been organized by Italy Organizer and UBM Sinoexpo which has been supported by many companies and brands in the industry.

The winner was Mr Guowei Li with his pizza which is a great craft product with all Italian original toppings. He won the flight to Italy, sponsored by competition organizers.



选手及观众来源 SOURCE OF VISITORS

披萨店，西餐厅 / 连锁餐厅 / 餐饮管理机构，食品经销商，披萨设备供应商 / 经销商

Pizza Store, Western Restaurant/Restaurant Chains/Restaurant Management Group, Food Distributors, Pizza equipment suppliers/distributors

获奖名单 / AWARD LIST

冠军 / 李国伟
亚军 / Alessio Amato
季军 / 刘亚奇
Champion: Guowei Li
Runner-up: Alessio Amato
Third Place: Yaqi Liu

2018世界冠军明星咖啡师表演赛 2018 WCE ALL-STARS SHANGHAI



All-Stars 是一场汇聚世界咖啡冠军的表演赛，HOTELEX 携手 WCE 邀请来自历届的咖啡界翘楚，在现场展示他们高超的技艺。这是一场世界级的精彩演绎，近距离并亲眼观看，和明星咖啡师互动，甚至能够亲自品尝这些明星咖啡师的作品。



All-Stars brings the best competitive coffee makers to crowds all over the globe. This dynamic program features exciting stage time and head-to-head performances, along with informal bar time, and opportunities to connect directly with the All-Stars and learn more about their coffee experiences and insights.



参与嘉宾 / PARTICIPANTS

Arnon Thitiprasert
2017 WLAC Champion - Thailand
Martin Shabaya
2017 WBC Winning Team - Kenya
Mateusz Szuchnik
2017 WCIGS Finalist - Poland
Miki Suzuki
2017 WBC Finalist - Japan
Rubens Gardelli
2017 WCRC Champion - Italy

赞助商 / SPONSORS



2018艺术与科学-厨房实验室 2018 ART & SCIENCE KITCHEN LAB



Art & Science Kitchen Lab 2018 联合了意大利厨师协会、意大利橄榄油品鉴协会，打造了全国首次的米其林快闪餐厅，这一次的厨房设计是由全球知名工程设计公司 Ricca Design 联合策划了厨房的规划，为 Hotelex 的展商打造了一个全新的展示平台，设备以及桌面艺术的结合，让买家以及观众感受到的是视觉与味参与。

ART & Science Kitchen Lab is the first national pop-up Michelin restaurant joined with the Italian Chefs Association and the Italian Olive Oil Tasting Association in 2018. This time the kitchen design was produced by world-renowned engineering design company Ricca Design, creating a completely new display platform for HOTELEX exhibitors. The combination of equipment and tableware art brings buyers and visitors intensive visual and taste experience.

参与嘉宾 / PARTICIPANTS

Massimo Esposito、钱以斌、叶卫、Stefano De Geronimo、Giuseppe Buono、Gian Filippo Murari、宋新、Giobanni Maria Papi、山田 Michiyo、陈裕才、Roberto Bernascoti、张乐韧、Luigi Coccimiglio、谢娜

Massimo Esposito, Qian Yibin, Louie Ye, Stefano De Geronimo, Giuseppe Buono, Gian Filippo Murari, Song Xin, Giobanni Maria Papi, Yamada Michiyo, Chen Yucan, Roberto Bernascoti, Zhang Leren, Luigi Coccimiglio, Na Xie

赞助商 / SPONSORS



2018上海国际手工冰淇淋大师赛 2018 CHINA GELATO CHAMPIONSHIP



我国的冰淇淋市场拓展迅速。参考欧美等国发展经历，随着人们健康意识的增强，低脂、低热量、低胆固醇冰淇淋逐渐开始成为人们消费冰淇淋的首选。因此主打健康、新鲜的冰淇淋必将获得更多人们的热爱，具有广阔的发展前景。

上海博华国际展览有限公司设立上海国际手工冰淇淋大师赛，旨在推动冰淇淋行业发展，不仅获得了意大利手工冰淇淋协会的大力支持，也获得了行业巨头卡比詹尼与法布芮的大力支持。

Chinese ice cream market is growing rapidly. Reference to European and American countries, low fat, low cholesterol, low-calorie ice cream began to become the first choice, with the consciousness of healthier life. Therefore, the health fresh ice-cream will be more popular and have broad prospects for development.

Hence Shanghai UBM Sinoexpo set up China Gelato Championship. The contest aims to promote the development of Gelato, and will be supported by gelato masters from MGI as well as Carpigiani and Fabbri.

选手及观众来源 SOURCE OF VISITORS

冰淇淋店, 咖啡店, 烘焙店
Gelato Shop/Café/Bakery

获奖名单 / AWARD LIST

冠军: 程万朋
亚军: 陈鹏
季军: 黄晓霞
Champion / Wanpeng Cheng
Runner-up / Peng Chen
Third Place / Xiaoxia Huang

赞助商 / SPONSORS





2018 HOTELEX "明日之星"厨师大赛 2018 HOTELEX THE RISING STAR CHEF COMPETITION

此次大赛，主办方上海博华国际展览有限公司持续壮大了原有的团体赛，与中国烹饪协会合作，并且同时得到了意大利厨师协会中国分会的支持，继续为广大在校和社会餐饮青年厨师们提供交流与学习的平台。与此同时，主办方又与中国饭店协会酒店星厨委，海菁会和享味文化传播有限公司强强联手，再次提高赛事专业度与趣味性，全面推出星级大厨精英赛（邀请全国范围内的星级酒店总厨级别专业厨师参与PK）以及引人入胜的大师表演。

The organizer Shanghai UBM Sinoexpo cooperated with the China Cuisine Association to strengthen the Team Competition, and get the support from Federation of Italian Chefs China Association China Delegation (F.I.C China), continued to provide young chefs an exchanging and learning platform. At the same time, The organizer Shanghai UBM Sinoexpo China Five-Star Chef Committee, Hai Jing Hui and Taste Up Co., Ltd., participated in this event to raise professionalism and interest through launching Elite Competition (nationwide star hotel chefs) and inviting culinary masters performing.



获奖名单 / AWARD LIST

■ 星厨精英赛

冠军: 沙永鹏 - 和善堂会所
亚军: 沈彬 - 上海安达仕酒店
季军: 宦文杰 - 浙江世贸君澜大饭店

■ 团体赛

冠军: 波尔塔二十西班牙餐厅
亚军: 湖北经济学院
上海市振华外经职业技术学校
The River House
季军: 小白天鹅
昆明学院旅游学院
欧米奇西点西餐培训(上海)有限公司

AWARD LIST

Elite COMPETITION

Champion:
ShaYongpeng - Heshan Club
Runner-up:
ShenBin - Shanghai Andaz Hotel
Third place: HuanWenjie -
ZheJiang Narada Grand Hotel

TEAM COMPETITION

Champion: Puerta 20
Runner-up:
Hubei University of Economics
Shanghai Zhen Hua Foreign
Trade Professional School
The River House
Third place:
Little White Swan
Kunming University
Shanghai Omick Western
Catering College

赞助商 / SPONSORS





延续到现代酒店的餐厅里餐桌文化更是不可或缺的文化表现,作为HOTELEX 餐饮版块的重头活动“第八届锦宏杯星级酒店摆台大赛”已经历了七届,在保留原有自助餐的比赛内容上,还新增西式宴会摆台、下午茶摆台等共三个下项目,西式宴会摆台更是全国技能大赛的比赛内容之一。这项比赛不仅使星级酒店员工对西式摆台技能操作提出了要求,从而以标准化规范化提升酒店行业服务水平。参赛的酒店队伍要在现场同时完成西式自助餐、西式宴会摆台、下午茶摆台三项内容的比拼。

Table culture is an indispensable cultural expression in hotel restaurants. As the highlight of the 27th Shanghai International Hospitality and Equipment & Foodservice Expo, the "Jinhong Cup" Star Hotel Table Art Competition 2018 has gone through seven years. There are three parts of the competition: Buffet Display, Western Banquet and Royal Tea Table Art. This competition not only enables star-level hotel staff to put forward requirements for Western-style set-ups, but also standardizes and upgrades the service level of the hotel industry. The participating hotel teams need to complete the competition of Buffet Display, Western Banquet and Royal Tea Table Art.

2018 “锦宏杯”星级酒店摆台大赛 2018 "JINHONG CUP" STAR HOTEL TABLE ART COMPETITION

获奖名单 / AWARD LIST

【西式自助餐摆台团体一等奖】

兴国宾馆

【西式自助餐摆台团体二等奖】

上海锦江饭店有限公司/上海皇廷世际酒店/上海银星皇冠假日酒店/上海皇廷花园酒店/上海市衡山马勒别墅饭店公司

【西式自助餐摆台团体三等奖】

上海外滩茂悦大酒店/宝隆宾馆/新园华美达广场酒店/绿地集团/东方滨江大酒店/上海国际贵都大饭店

【西式宴会摆台团体一等奖】

兴国宾馆

【西式宴会摆台团体二等奖】

上海锦江饭店有限公司/新园华美达广场酒店/东方滨江大酒店/绿地集团/上海皇廷世际酒店

【西式宴会摆台团体三等奖】

上海银星皇冠假日酒店/上海外滩茂悦大酒店/上海国际贵都大饭店/宝隆宾馆/上海皇廷花园酒店/上海市衡山马勒别墅饭店公司

【下午茶摆台团体一等奖】

上海锦江饭店有限公司

【下午茶摆台团体二等奖】

兴国宾馆/上海国际贵都大饭店/东方滨江大酒店/宝隆宾馆/上海市衡山马勒别墅饭店公司

【下午茶摆台团体三等奖】

上海皇廷世际酒店/上海银星皇冠假日酒店/上海皇廷花园酒店/上海外滩茂悦大酒店/绿地集团/新园华美达广场酒店

【西式自助餐摆台最佳菜台设计师】

绿地集团-万金梅

【西式自助餐摆台最佳摆台设计师】

上海外滩茂悦大酒店-范鸿斌

【西式宴会摆台最佳设计师】

兴国宾馆-庄瑜

【下午茶摆台最佳设计师】

上海锦江饭店有限公司-凌姝



【Buffet Display Team Group First Prize】

Radisson Plaza Xing Guo Hotel Shanghai

【Buffet Display Team Group Second Prize】

JinjiangHotels/Royal Century Hotel Shanghai/Crowne Plaza Shanghai/Royal Gonden Hotel Shanghai/Hengshan Moller Villa

【Buffet Display Team Group Third Prize】

Hyatt on the Bund/Grand Mercure Baolong Hotel Shanghai/Ramada Plaza Shanghai Caohejing/ Greenland Group/Oriental Riverside Bund View Hotel/Hotel Equatorial Shanghai

【Western Banquet Team Group First Prize】

Radisson Plaza Xing Guo Hotel Shanghai

【Western Banquet Team Group Second Prize】

JinjiangHotels/Ramada Plaza Shanghai Caohejing/Oriental Riverside Bund View Hotel/Greenland Group/Royal Century Hotel Shanghai

【Western Banquet Team Group Third Prize】

Crowne Plaza Shanghai/Hyatt on the Bund/Hotel Equatorial Shanghai/Grand Mercure Baolong Hotel Shanghai/Royal Gonden Hotel Shanghai/Hengshan Moller Villa

【Best Western Banquet Designer】

Radisson Plaza Xing Guo Hotel Shanghai-Zhuang Yu

【Best Royal Tea Table Art Designer】

JinjiangHotels-Ling Shan

【Best Buffet Display Designer】

Hyatt on the Bund-Fan Hongbin



【Royal Tea Table Art Team Group First Prize】

JinjiangHotels

【Royal Tea Table Art Team Group Second Prize】

Radisson Plaza Xing Guo Hotel Shanghai/Hotel Equatorial Shanghai/Oriental Riverside Bund View Hotel/Grand Mercure Baolong Hotel Shanghai/Hengshan Moller Villa

【Royal Tea Table Art Team Group Third Prize】

Royal Century Hotel Shanghai/Crowne Plaza Shanghai/Royal Gonden Hotel Shanghai/Hyatt on the Bund/Greenland Group/Ramada Plaza Shanghai Caohejing

【Best Buffet Dining Table Designer】

Greenland Group-Wan Jinmei

赞助商 / SPONSORS



HOTELEX MIRROR AWARD NIGHT HOTEXLEX之夜 觅乐颁奖盛典



作为一年一度的酒店及餐饮行业的风向大奖，2018 HOTELEX 之夜：觅乐颁奖盛典于3月26日晚在浦东嘉里中心揭开了神秘面纱。刚刚经历细分与重组的 HOTELEX 借着行业市场供给改革的势头，在风起云涌的展会市场开辟新的篇章。此次晚宴邀请到了来自国内外近千位重量级嘉宾莅临现场，行业精英、高星级酒店管理层及业主、餐饮行业风云人物、以及优秀供应商都已悉数亮相。为答谢诸位酒店餐饮行业的精英们多年来对 HOTELEX 的厚爱及关注，此次“觅乐之夜”设宴款待了八方来客，全力打造一场行业的巅峰盛典。

本次 HOTELEX 之夜—觅乐颁奖盛典以“致力美好生活”为主题，聚焦人们美好生活的缔造者们，深入餐饮行业、食品行业、酒店行业等的台前幕后，用心发现蕴藏在产业链中的科技实现、大师匠心和品牌管理，刻画和表彰他们为创造美好生活而投入的努力。



As the annual feast for the hotel and catering industry, HOTELEX MIRROR AWARD NIGHT was given a successful closing in Shanghai Kerry Hotel on the night of March 26. Being undergone subdivision and reorganization, HOTELEX bases on a trend of reform to create a new era. By inviting VIPs from domestic and overseas as well as the industry elite, high-star hotel managers and owners and excellent suppliers, HOTELEX created a ceremony and banquet to treat guests.

In order to pursue a better life, HOTELEX MIRROR AWARD NIGHT mainly focus on the creators of good life to search catering industry, food industry and hotel industry, arousing awareness of industrial tech, master ingenuity and brand management. The award includes Best Catering Equipment Supplier Award, Best Catering Equipment Brand Award, Best Catering Supplies Innovation Award, Best Tableware Supplier Award, Best Coffee Appliance Supplier Award, Best Coffee & Beverage Equipment Brand Award, Best Food & Beverage Supplier Award, Best Food & Beverage Brand Award, Best Bakery & Icecream Supplier Award, Best Partner Award, Special contribution Award, Gold Award

■ 餐饮设备最佳供应商奖

温特豪德贸易(上海)有限公司
英联斯特(广州)餐饮设备有限公司
意亚立餐饮设备(上海)有限公司
大昌华嘉商业(中国)有限公司
华磁商用电器制造(连云港)有限公司
山东宏泰电器有限公司
广东星星制冷设备有限公司
上海创绿餐饮设备有限公司
南京乐鹰商用厨房设备有限公司
深圳国创名厨商用设备制造有限公司

■ 餐饮设备最佳品牌奖

Welbilt(中国)餐饮设备集团
高达食品设备有限公司
星崎冷热机械(上海)有限公司
美得彼餐饮设备(上海)有限公司
Rightway Asia
MKN Maschinenfabrik Kurt Neubauer GmbH
瑞仙贸易(上海)有限公司
傲策贸易(上海)有限公司
上海威顺电器有限公司
上海志铭实业有限公司

■ 餐饮用品最佳创新奖

惠州勘宝商业有限公司
上海锦宏自助餐用品制造有限公司
融合(上海)国际贸易有限公司
上海易耐盟贸易有限公司
沃塔世贸易(上海)有限公司

■ 桌面用品最佳供应商奖

浙江楠宋瓷业有限公司
上海泛亚经贸有限公司
上海昂升餐具有限公司
上海永艺工贸有限公司
深圳市大卫铂高商贸有限公司
中山市宝俪商贸有限公司
北京泰博维贸易有限公司
江苏高淳陶瓷股份有限公司
广东伯林陶瓷实业有限公司
利比玻璃制品(中国)有限公司

■ 咖啡用品最佳供应商

王力咖啡贸易(上海)有限公司
恒天然集团安佳专业乳品专业伙伴
麦隆咖啡销售有限公司
莫林食品(嘉兴)有限公司
上海泰摩咖啡器具有限公司
杭州凯特对外贸易有限公司
杭州味全食品有限公司
广州市惟溢食品有限公司
Colombia Green Coffee Grower Association
深圳市中意喜客贸易有限公司
帕瑟菲克投资有限公司

■ 咖啡与饮料设备最佳品牌奖

上海香季咖啡贸易有限公司
上海铭氏食品集团有限公司
惠家电器有限公司
Hemro Asia Co., Ltd.
深圳市中意喜客贸易有限公司
斯科茨曼制冰系统(上海)有限公司
卡贤(上海)环保材料有限公司
靖江沃德包装设备制造有限公司
雀巢奈斯派索咖啡有限公司
雀巢(中国)有限公司

■ 食品饮料最佳供应商奖

昆山速品食品有限公司
上海君聪优格餐饮管理有限公司
阿具食品有限公司
浙江新天力容器科技有限公司
忆美园(福州)农业开发有限公司
嘉兴市犇腾餐饮管理有限公司
上海统御食品有限公司
上海鲜翠食品有限公司
正大食品企业(上海)有限公司
广州市仟壹生物技术有限公司

■ 金奖

上海酒店设备股份有限公司

■ 特别贡献奖

上海金城制冷设备有限公司
大正集团

■ 食品饮料最佳品牌奖

苏州市佳禾食品工业有限公司
鲜活果汁工业(昆山)有限公司
福建省邦领食品有限公司
商丘市饮之健生物科技有限公司
福州市帮利茶业有限公司
上海诚宇包装制品有限公司
厦门育芳食品科技有限公司
德馨浓缩饮料(上海)有限公司
泰安京日丸善食品工业有限公司
无锡橙宝食品有限公司

■ 烘焙冰淇淋最佳供应商

青岛益达制冷设备有限公司
法布芮(上海)食品贸易有限公司
卡比詹尼(中山)机械制造有限公司
青岛科博制冷设备有限公司
泰而勒食品机械贸易(上海)有限公司
康沛多(上海)食品有限公司
惠州高比烘焙设备有限公司
上海峰培贸易有限公司
新麦机械(中国)有限公司
上海哈仕根制冷设备有限公司

■ 最佳合作伙伴奖

World Coffee Events
上海市旅游行业协会饭店业分会
浙江省饭店业协会
北京市旅游行业协会
四川省旅游饭店行业协会
广东酒店行业协会
王森国际咖啡西点西餐学院
世界面包大使团(中国)
香港调酒师协会
意大利厨师协会中国分会
腾卡室内设计(上海)有限公司
强安 & 宝浓 PIZZA 学院
咖逸社
樱桃茶饮
享味文化传播有限公司
众联(中国)中央厨房研究院

■ Best Catering Equipment Supplier Award

Winterhal Ter Shanghai Trading Co.,Ltd
Vesta (Guangzhou) Catering Equipment Co.,Ltd
Ali Food Service Equipment (Shanghai) Co.,Ltd
DKSH (China) Co.,Ltd
Chinducs Commercial Appliance Manufacture (Lian Yun Gang) Co.,Ltd
Shangdong Hongtai Electrical Appliance Co.,Ltd
Guangdong Xingxing Refrigeration Equipment Co.,Ltd
Shanghai Chuanglv Catering Equipment Co., Ltd
Nan Jing Le Ying Professional Kitchen Equipment Co.,Ltd
Shenzhen Guochuang Chef Commercial Equipment Manufacturing Co. Ltd

■ Best Catering Equipment Brand Award

Welbilt
Hobart Food Equipment Co.,Ltd
Hoshizaki Shanghai Co.,Ltd
Middleby China Corporation
Rational Trading (Shanghai) Co.,Ltd
Angelo Po Trading Shanghai Co.,Ltd
Shanghai Veetsan Electrical Appliance Co., Ltd
Shanghai Zhiming Industry Co.,Ltd

■ Best Catering Supplies Innovation Award

Huizhou Cambro Commerce Co.,Ltd
Shanghai Jinhong Buffet Products Manufacturing Co., Ltd
Fusion (Shanghai) International Trading Co.,Ltd
Shanghai Yinaimeng Trading Co.,Ltd
UNOX Trading (Shanghai) Co., Ltd

■ Best Tableware Supplier Award

ZheJiang Nansong Ceramics Co.,Ltd
First Asia Trading Co.,Ltd
Shanghai Action Catering Equipment Services Arslonga (Shanghai) Co.,Ltd
Gold Spark Global Sourcing Co.,Ltd.
P & L Company Limited
Tableway Hotel Supplies Limited
Jiangsu GaoChun Ceramics Co., Ltd.
Guangdong Bening Ceramics Industries Co., Ltd
Libbey Glassware (China) Co., Ltd

■ Best Coffee Appliance Supplier Award

JAS Caffe China Co.,Ltd.
Anchor Food Professionals of Fonterra MELLOWER COFFEE
Monin Gourmet Flavoring Food & Beverage (Jiaying) Co.,Ltd
ShangHai Timemore Coffee Equipment Co., Ltd
Hangzhou Kator Foreign Trade Co.,Ltd
Hangzhou Wei Chuan Food Co., Ltd.
Guangzhou V-wellness Foods Co.,Ltd
ZhongYi Xike Trading Co.,Ltd (Shenzhen)
Pacific Coffee Investment Limited Company

■ Best Coffee & Beverage Equipment Brand Award

Shanghai HiangKie Coffee Ltd
Shanghai Mings Foods Group Co., Ltd
GMP Electrical Appliances Co.,Ltd
Scotsman Ice Systems (Shanghai) Co.,Ltd
Ka Xian (Shanghai) Environmental Materials Co.,Ltd
Autata Auto Sealing Machine Pro Manufacturer Nespresso
Nestle (China) Limited

■ Best Food & Beverage Supplier Award

Kun Shan Supinfoods Co., Ltd.
Shanghai Jun Cong yogurt Catering Management Co.,Ltd
AJU Food Co., Ltd
Zhejiang Otor Container Technology Co., Ltd
Yimeiyuan (Fuzhou) Agricultural Development Co.,Ltd
Jiaxing Botonsteak Co.,Ltd
Tongyu International Trade (China) Co., Ltd
Shanghai Xian Cui Food Co.,Ltd
C.P Group
Guangzhou Kingwell Biotechnology Company

■ Best Food & Beverage Brand Award

Suzhou Jiahe Foods Industry Co., Ltd.
Fresh Juice Industry(Kunshan)Co., Ltd.
Fujian Jumbo Grand Food Co., Ltd.
Shangqiu Drink Biological Technology Co., Ltd.
Fuzhou Benny Tea Industry Co., Ltd.
Shanghai ChengYu Packaging Co., Ltd.
Young & Fine Food Tech (Xiamen) Co., Ltd.
Delthin Syrup International (Shanghai) Co., Ltd.
Kyonichi Maruzen Food Industry Co., Ltd.
Wuxi ChengBao Food Co., Ltd.

■ Best Bakery & Icecream Supplier Award

Qingdao Easy Best Refrigeration Equipment Co., Ltd
Fabbri (Shanghai) Food Trading Co.,Ltd
Carpigliani (Zhongshan) Manufactory Co.,Ltd
Qingdao Clabo Easy Best Refrigeration Equipment Co.,Ltd
Taylor Foodservice Equipment Trading (Shanghai) Co., Ltd
Comprital Shanghai Food Ingredients Co.,Ltd
Kolb Huizhou Ltd
Shanghai Phonbake Trading Co.,Ltd
Sinmag Equipment (China) Co., Ltd
Shanghai Hasgen Refrigeration Equipment Co., Ltd

■ Best Partner Award

Shanghai Tourism Industry Association Hotel Branch
Zhejiang Hotels Association
Beijing Tourism Industry Association
Sichuan Tourist Hotel Association
Guangdong Hotel & Lodging Association
Wangsen International Coffee Bakery
Western-food School
Ambassador of Bread (China)
Hong Kong Bartender Association
Federazione Italiana Cuochi Delegazione China
Ricca Design Studios Shanghai
Qiang An & Pronal Pizza College
Cagic Coffee
Cherry Tea
Taste Up Co., Ltd.
Union (China) Central Kitchen Institute

■ Gold Award

Hotel Equipment Corp

■ Special Contribution Award

Shanghai Jincheng Refrigeration Equipment Co., Ltd.
DAZHENG GROUP





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