From Spirits to Craft Beer: HOTELEX Shanghai 2026 Opens New Gateway to Asiaâ??s Bar Market

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Key Point:New Vertical | Spirits, Wine, Craft Beer | Immersive Experience | Buyer Access | Business Opportunities

SHANGHAI, Feb. 4, 2026 /PRNewswire/ â?? As the beverage and bar industry in Asia rebounds with renewed growth, driven by rising premiumization, younger consumer demand, and the expansion of experiential drinking culture, HOTELEX Shanghai 2026 will debut The Bar & Drinks Shanghai. This high-impact, scenario-driven platform connects global spirits, wine, and craft beer brands with Asiaâ??s most influential bar and hospitality buyers, providing immersive experiences, direct engagement, and unparalleled commercial opportunities across China and the region. The new vertical transforms traditional exhibition into a practical business environment for market entry and expansion, enabling brands to engage buyers, showcase products, and build lasting partnerships in a rapidly recovering market.

Scheduled for March 30 to April 2, 2026, at the National Exhibition and Convention Center in Shanghai, HOTELEX Shanghai 2026 will once again operate at unmatched scale, welcoming over 300,000 professional visitors across 400,000 square meters, with more than 3,800 exhibitors and 12,000 overseas buyers.

Developed under the official incubation of HOTELEX, The Bar & Drinks Shanghai is purpose-built for exhibitors targeting the bar and beverage channel. Unlike conventional display areas, the platform features immersive, scenario-based exhibits that replicate real-world bar environments, allowing brands to present products through experience, storytelling, and direct interaction.

The exhibition focuses on three high-growth categories: Spirits, catering to premiumization and younger consumers; Wine, aligned with Chinaâ??s shift toward lighter, experience-driven consumption; and Craft Beer, where quality, individuality, and cultural identity increasingly influence purchasing decisions. Exhibitors gain direct access to bar owners, hospitality groups, distributors, importers, and lifestyle-

driven buyers, creating unparalleled opportunities for market entry and business growth.

To enhance commercial outcomes, The Bar & Drinks Shanghai integrates mixology showcases, bartender competitions, bar design and equipment solutions, as well as non-alcoholic beverages and sustainable packaging, providing multiple touchpoints for brand visibility, lead generation, and partnership development.

As a strategic upgrade within HOTELEX Shanghai 2026, The Bar & Drinks Shanghai offers beverage brands a focused, high-impact gateway to Asiaâ??s fast-evolving bar and hospitality market, combining immersive experiences, targeted buyer access, and scenario-driven engagement to help international brands enter and grow in China and wider Asia.

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