

Join us in celebrating our 15th Anniversary with Food and Beverage Fair 2018 where you can venture into a gastronomic food heaven, with not only delicious local and international food, but also different refreshing beverages. Experience the real Food and Beverage together with us at the Food and Beverage Fair.

ABOUT DRINK UP! - BEVERAGE FEST

A brand-new segment in F&B Fair, specially catered to Food Businesses who specialise in beverages and wish to increase their sales and promote brand awareness. As one of the main show attractions this year, *Drink-Up* will be highly anticipated and actively promoted. Our consumers will get to enjoy aplenty of beverages including coffee, tea, wine, spirits, cocktails, creative drinks and many more.

WHY PARTICIPATE

Drink-Up is set to garner a large consumer crowd which will transform into sales value for you. With the most comprehensive and intensive media coverage in Singapore's major media channels such as the nation's newspapers and radio stations, our event is the most cost effective and extensive avenue to enhance your business.

Special event coverage for *Drink-Up* includes:

- Event highlights and mentions on STRAITS TIMES
- Social media feature on Singapore Food Shows Facebook page with over 27k followers
- Blog articles on www.singaporefoodshows.com.sg
- Influencer invitations for media coverage

Proposed activities for *Drink-up* include:

- Stage Shows: Barista shows, Cocktails Making
- Workshops: Wine appreciation, Tea appreciation, Coffee Makings
- Drinking challenges

COME JOIN US!

- Beverage Importer
- Beverage Retailer
- Wine/ Soju/ Beer/ Cider/ Spirits
- Bubble Tea/Juice/Carbonated Drinks
- Coffee/ Tea Distributors
- Café/Tea Shop
- Creative Drinks

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