



ASIA'S LEADING  
FOOD & HOSPITALITY TRADESHOW  
亞洲頂尖國際食品餐飲及酒店設備展

14 - 16 May 2025

Hong Kong Convention & Exhibition Centre  
香港會議展覽中心

### Mindful Indulgence: The New Norm in F&B 2024餐飲新法則 負責任餐飲享受

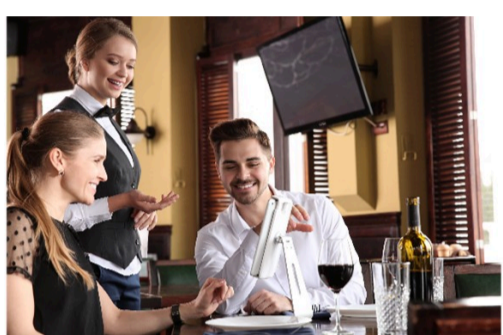
As we roll into 2024, consumers are increasingly drawn to culinary delights showcasing both creativity and conscientious care. Personalisation, Functionality, Aesthetics and Sustainability have become the core values of F&B consumption, which will drive numerous innovations for the year ahead. Start the New Year Fresh by joining **HOFEX** to discover what's next for your business! See you on **14 - 16 May 2025** at Hong Kong Convention & Exhibition Centre!

踏入 2024 年，消費者愈來愈重視餐飲創新以及飲食自身的意義和價值。個人化、營養功能、美觀和可持續性將成為餐飲消費的核心價值觀，推動未來一年餐飲企業的創新。新年新開始，立即參與**HOFEX**，探索如何進一步發展業務！我們期待與你於**2025年5月14-16日**在香港灣仔及會議展覽中心見！

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#### Personalisation 個人化



From nutrition profiling such as mix and match menus, customised packaging with names and messages to smart technologies like QR code order and payments, F&B operators are looking for ways to tailor to individual needs.

餐飲企業各出奇謀，包括推出可自行搭配菜單以照顧不同營養需求、提供寫上名字及特定訊息的客製化包裝，以及使用二維碼訂購和支付技術等，務求提供更貼心的餐飲體驗。

#### Functionality 功能性



Mintel states that 85% of consumers prefer products that offer distinct health benefits. Fermented foods, probiotic and prebiotic-rich drinks, and high-protein snacks, etc will be a primary focus for the year to come.

Mintel報告指出85%的消費者更喜歡能帶來健康益處的產品。發酵食品、益生菌和益生元飲料、高蛋白零食等將成為新一年業界焦點。

Source 資料來源：[The Packer](#) / [EatingWell](#)

#### Aesthetics 美觀

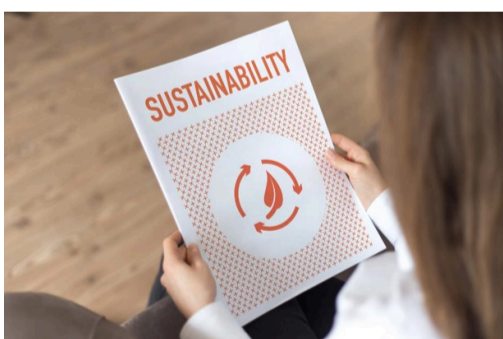


The use of vegetables, fruits and florals in cocktails, desserts and sauces not only brings attractive colour to enhance the aesthetics appeal of food, but also signals health and functionality in products.

更多餐廳將使用蔬菜、水果和鮮花為雞尾酒、甜點和醬汁調色，不僅可增強食品的美感，還能體現產品的健康和功能性。

Source 資料來源：[Fooddive](#)

#### Sustainability 可持續性



According to Mintel, 75% of consumers say that they try to act in a way that is not harmful to the environment. It is predicted in 2024, more restaurants will design circular menus using nose-to-tail cooking and green packaging.

Mintel報告顯示75%的消費者嘗試採用對環境無害的生活方式。預計在2024年，更多餐廳將引用循環經濟概念來設計菜單，如採用零浪費的烹飪方式和綠色包裝。

Source 資料來源：[The Packer](#)

Join us to learn the exciting developments in the F&B world!  
立即參展，發掘更多餐飲新知！

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合資格的參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

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