



全国糖酒商品交易会
CHINA FOOD & DRINKS FAIR

2024 March & October

Food Industry-leading Fair in China



386,000

trade visitors

(person-time in 3 days)



6,517

exhibitors



42

Countries/regions



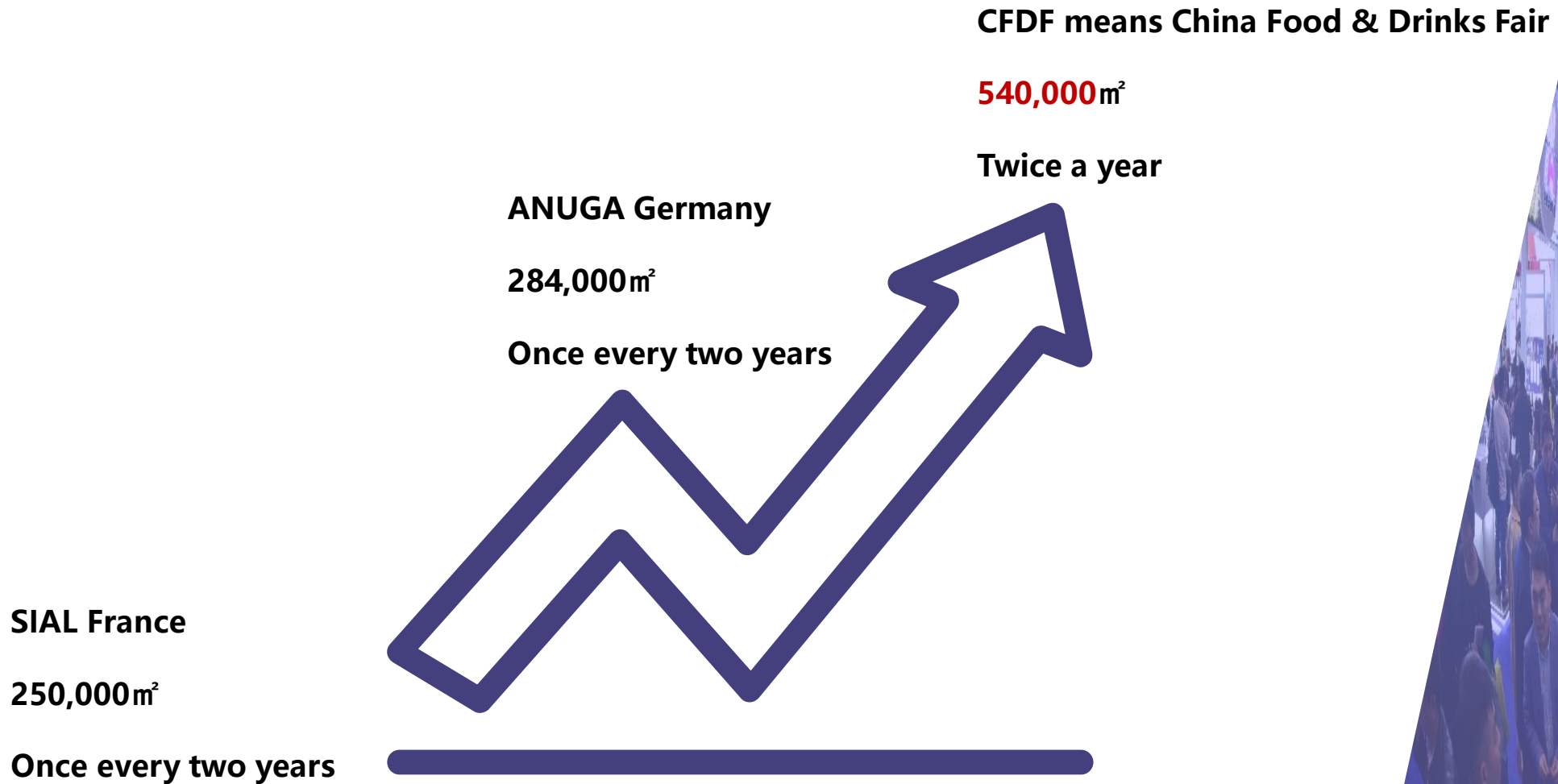
320,000 m²

exhibition area

2025 is the 70th anniversary of CFDF (Tang Jiu Hui in Chinese pronunciation), and the 112th CFDF will be held in **Chengdu** by **March 25th to 27th**.

The world's largest comprehensive exhibition of food and alcohol

Among the three major comprehensive exhibitions of food and alcohol in the world, CFDF has the largest scale and the highest hosting frequency.



Advantages of China Food & Drinks Fair



01 | Big platform for transaction: CFDF is a remarkable docking platform for production and sales in Chinese Food & Drinks industry. At each CFDF, apart from the organized invitation of the committee and the exhibitors, tens of thousands of professional buyers who attend the CFDF spontaneously, see the samples and select products with passion and negotiate orders, which is an unmissable opportunity to complete the sales task for the production and trading enterprises.

02 | Industry wind vane: CFDF is an activity place for Chinese food & drinks industry to learn from each other, observe and exchange ideas and experiences. At each CFDF, thousands of domestic and foreign related enterprises participate in the exhibition, tens of thousands of new and old products are traded on the same platform, and dozens of supporting activities of different levels, scales and fields are held. It is an ideal platform for enterprises in the industry to exchange and learn from each other.

03 | City parlour: CFDF provides a platform for the host city to showcase its development, culture and hospitality. It is like a city's living room, demonstrating the city's openness and inclusiveness to the outside world. CFDF plays a significant role in enabling industry players to penetrate into regional markets and investigate special industries. It is an important opportunity for industry players to enter the catering, accommodation, culture and tourism industries of the host city and open up new channels.

04 | Fan carnival: For enthusiasts and consumers in the food and beverage industry, CFDF provides an opportunity to try and buy a wide range of novelty and speciality products. Consumers can interact directly with producers, get detailed information about products and enjoy shopping. This direct interaction and experience makes CFDF a carnival for consumers.

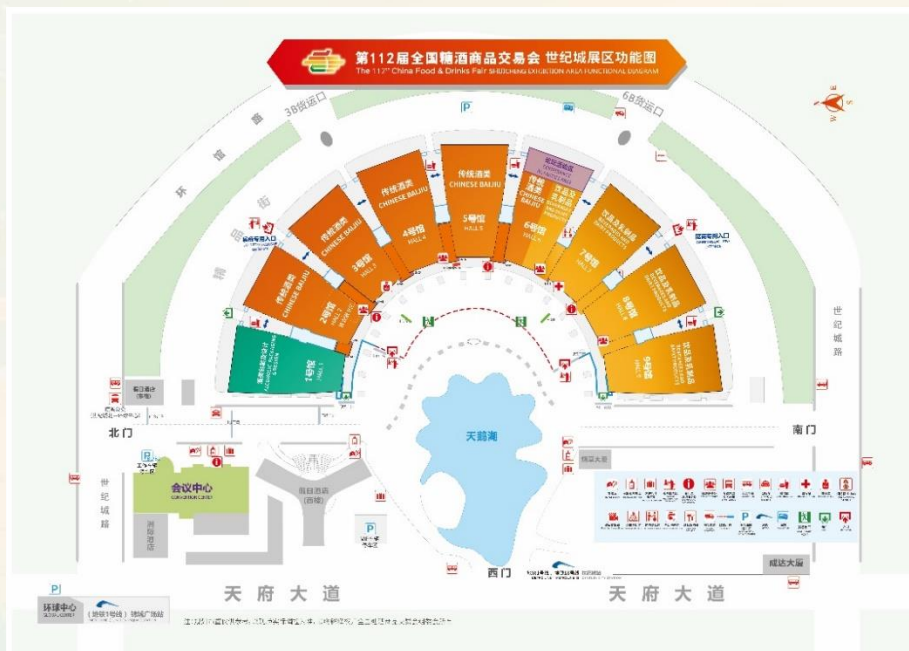
05 | Brand catalyst: CFDF is the commanding height of Chinese food & drinks industry and their product brand marketing and communication. Tens of thousands of merchants are gathered, and also professional and public media are highly concentrated by the CFDF. The brand marketing and communication of enterprises and their products can get twice the result with half the effort at the CFDF.

06 | Business cash cow: CFDF is the preferred platform for Chinese food & drinks industry to establish a marketing system for themselves. The number of professional buyers at the fair is not only large, but also wide-ranging and channel-covered. Whether exhibitors want to expand the national market or develop the regional market, CFDF can help enterprises quickly meet new partners and establish a marketing system.

Exhibition Section

One City, Two Venues: Continuously Strengthen International Exhibition Areas, Build a Full Industry Chain Exhibition Platform

- **Exhibition Area Planning:** 320,000 square meters, with 10 major exhibition areas set up
- **Century City:** traditional alcohol Exhibition area, beverages and dairy products exhibition area, alcohol packaging and design exhibition area
- **Western China International Expo City:** Leisure Food Exhibition Area, Condiments and Ingredients Exhibition Area, International Wine and Spirits Exhibition Area, Imported Food Area, Food Machinery Exhibition Area, Cutting-edge Packaging Area (Newly Established)



The 70th Anniversary Themed Activities of the CFDF



The 112th CFDF & the SFDF Press Conference

The 112th CFDF & SFDF Press Conference was held in Chengdu, where an exclusive **"TOP Brand Plan" Partnership Signing Ceremony** was held for partners, jointly opening the marketing curtain for the "2025 Spring Food and Drink Fair"

Dec, 2024



The 70th Anniversary of the CFDF Short Video Creation Contest

Join hands with short video platforms to specially hold the "My Sweetest Life" short video creation contest. Entries will be categorized into three major categories: Visual, Plot, and Emotion, for a comprehensive presentation of the diverse aspects of the sugar and alcohol industry.

January to March, 2025



The 70th Anniversary of the CFDF Welcome Party

The celebration evening will systematically summarize the glorious journey of the CFDF over the past 70 years, review the achievements made in the economic construction of the new era, and look forward to the future development and innovation path of the Sugar and Alcohol Fair.

March 24, 2025



文化交流展示

全国糖酒会交响音乐会

The 70th Anniversary of the CFDF Photography Exhibition

At this session of the Sugar and Alcohol Fair, a special activity for collecting and displaying old photos targeting industry professionals will be held, aiming to evoke the nostalgia of participants and recreate the grandeur of the past. During the exhibition period, a 500 square meter photography exhibition will be set up in the Western Expo City to showcase the charm of sugar and alcohol culture and tell the touching stories of industry development.

March 25th to 27th, 2025

Competition Section - IDEAS Innovative Product Competition

2025 Spring Fair IDEAS Innovative Products Competition and Award Ceremony

Display of IDEAS innovative products in pop-up shop + VIP Buyer Selection Conference + Red Carpet Show for Entrepreneurs + IDEAS Innovative Products Award Ceremony

March 25, 2025 · Tianfu International Conference Center (Western Expo City) ▪ 90 mins



Display of Innovative Products in Pop-up Shop



VIP Buyer Selection Conference



Red Carpet Show for Entrepreneurs



IDEAS Innovative Products Award Ceremony



IDEAS Innovative Products Exchange Dinner

Highlight the “Wind Vane” advantage of the China Food and Drinks Trade Fair

Provide awarded companies with three core benefits

Eye-catching core display positions | Go viral through new media | Obtain millions of procurement orders

The Innovation Product Competition will become an important platform to lead the innovation trend in the industry. The purpose of holding the competition and its award ceremony is to explore and promote innovative and prospective products within the industry, promoting industrial and consumer upgrades. Through the selection and awarding of the competition, not only can it stimulate the innovative vitality of enterprises, but it can also enhance the competitiveness of the entire industry, providing consumers with more diversified and higher quality choices.

SFDF Masters Competition-Special Mix Season

12 Divisions Chengdu (Finals)

High standards: Endorsed by authoritative institutions, and leading in China;
Strong voice: all-dimensional, multistoried and wide-ranging



More authoritative events | More immersive and interesting brand experience venues | More concerned industry events

The new consumption scene of the special trend of “people, goods and market”, Large-scale and precise access to young people’s marketing scenarios

Characteristics, Topics, Endorsements, Volume, Flow and Value

SFDF Lifestyle Festival: City links, Public cheers

Classy Drinks Season

Create the biggest special classy drinks platform in China



- A high-concentration cluster of trendy lifestyles, creating a gathering spot for the fashionable, and forging China's largest platform for special classy drinks
- Innovatively hosting the "Special Mix Performance Competition" to help brands break into the young market.
- Deeply linking with trendy communities to assist brands in precisely capturing community channels
- Collaborating with Single Person Comedy to create an immersive theatrical bar and pop-up shop, co-creating original plays for the Classy Drinks Season

Beer Life Festival

The highest level craft beer festival in Asia



- The highest level craft beer festival in Asia
- Craft beer market, urban hip-hop stage, street trend experience, city beer cart parade
- 200+ top craft beer brands and hundreds of global street food delicacies gather strongly, renowned RAP brands and electric rock bands take turns performing non-stop to keep the waves going...
- Collaborating with 6 cities nationwide and over 100 craft beer bars, and co-creating a city map for beer enthusiasts.

Global Food Festival

Visit the "City of Gastronomy", enjoy the "comfort"



- Global food art market, street art performance, avant-garde art tribe, and emerging artists joint exhibition
- Collaborating with over 20 embassies and specialty businesses to create a global snack feast
- Jointly hosting an outdoor film exhibition with Berlin Film Festival to create a city cultural corner
- A colorful street parade including 100+ avant-garde artists
- The first showcase of Steampunk art equipments in Southwest China

SFDF Charity

Co-create a healthy lifestyle for the SFDF



- Lawn Mobilization Assembly, Urban Vitality Workshop, and over 100 brands co-creating a Vitality Market
- Healthy dairy products + organic farms + low-calorie, sugar-free foods, together building a trendy healthy lifestyle. Trendy sports communities work to create a healthy living platform, promoting brands to upgrade from consumer goods to a lifestyle.
- We plan to invite the Animals Asia to co-create a pet-friendly special area, creating pet-friendly consumption scenarios for brands.

Penetrating into core areasto activate consumer potential; link citizen needs of daily life to unleash consumer power

Tasting global wines and gourmet, exploring vibrant markets all day, marking trendy outdoor sports, and enjoying interactive stage performances, citizens and tourists alike can feel the vibrant spring and city life in a relaxed and enjoyable atmosphere, boosting urban consumption.

The Estimated Impressions of 2025 Spring Food and Drink Fair

1Billion+
Spread Data
Estimated Impressions

Full Matrix advertising
100 Million Impressions
Target



weibo



wechat



Official Account



Partners
Official Channels

500+Official
Partner Media
Expand the Reach of
Mainstream Media
Official Spread Matrix

Official Mainstream
Cooperative Media
Merged Media

We-media
+
Tik Tok
Local Life

We-Media Accounts
Precise Traffic Radiation
Tik Tok Local Lifestyle
Traffic Support

Influencer kol

Fashion Styling
Outdoor Sports
Top Influencers
mark the place

Cooperative
Group

Co-branded
Group Collaboration
Full-Matrix Spread



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