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FHA-Food & Beverage gears up with new segment for restaurant, bar and café sector

Singapore, 7 July 2020 – [FHA-Food & Beverage](#), held 2 – 5 March 2021 at Singapore EXPO & MAX Atria, today announced the launch of a brand new sector – [Restaurant, Bar & Café](#) for international suppliers serving end users in the F&B retail industry.

Hospitality players have been hardest hit by the pandemic as many have been forced to close, and furlough or retrench staff. Some have turned to e-commerce or delivery to sustain their businesses. As countries gradually reopen restaurants, bars and cafes albeit with strict social distancing measures, establishments facing falling revenues will be looking for fresh ideas and concepts to restock and revive their businesses.

The new Restaurant, Bar & Café at FHA-Food & Beverage, located in Hall 9 of the Singapore EXPO & MAX Atria, will draw 200 leading equipment distributors, in-market brands and food & beverage (F&B) suppliers to meet hotel F&B executives, restaurateurs, as well as bar & café owners to discuss ideas, business and operational needs for dining establishments in the post-COVID era. The range of exhibits are far and wide, from equipment to ingredients to services such as equipment & accessories for bars and cafes; baked goods; cleaning equipment and services; furniture/fixtures; tableware & accessories; coffee beans; tea leaves; retail, Point-of-Sale (POS) systems and more.

There will also be a lively [Beer Street](#), where visitors can sample original brews and unique flavours from a community of craft and boutique beer producers. Exhibitors in this space will contest in the [FHA Beer Awards](#) aimed at recognising the best-in-scene for brewing techniques and product packaging from 16 different contest categories.

Finally, Restaurant, Bar & Café will play host to the [Global Chefs Challenge 2022 Asia Regional Semi-Finals](#) to select the champions who will be representing Asia in three competition categories: Global Chefs Challenge, Global Pastry Chefs Challenge, and Global Young Chefs Challenge - Hans Bueschkens Trophy. Winners will compete in the finals at the next Worldchefs Congress & Expo. The 2019 winners from Asia for the three categories are Chef Chia Ho Li from Taiwan, Chefs Fang Qianqian and Wei Xiaoyue from China.



By Informa Markets

“As we move forward post-pandemic, global economies as well as the momentum for travel and tourism will no doubt see an uptick for recovery. The unveiling of the Restaurant, Bar & Café segment is timely from our point of view as it will intersect with the resumption of Asia’s food, beverage and hospitality sectors, creating even more opportunities for businesses to improve and expand their operations as well as carry out meaningful conversations with like-minded professionals,” said **Martyn Cox, Event Director for FHA-Food & Beverage at Informa Markets.**

- Ends -

#FHA #FHAFoodnBeverage

Event At A Glance

FHA-Food & Beverage [co-located with ProWine Asia (Singapore)]	
Date:	2 – 5 March 2021
Venue:	Singapore EXPO & MAX Atria
Website:	https://www.fhafnb.com/
Featuring:	Food & Beverage; FoodTech; Restaurant, Bar & Café

About FHA-Food & Beverage

The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market food ingredients, drinks, fresh produce, services and equipment across three key profiles – Food & Beverage, FoodTech and Restaurant, Bar & Café. More than 80 per cent of the 2,000 exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 100 countries and regions. ProWine Asia (Singapore), a satellite event of the highly successful ProWein in Düsseldorf, Germany, will return for its third edition alongside FHA-Food & Beverage. For more information, please visit www.fhafnb.com.

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