



HONG KONG
TOURISM BOARD
香港旅遊發展局

2026 HONG KONG

WINE & DINE FESTIVAL

EXHIBITOR RECRUITMENT

HOTEL PARTNERS



2026 EVENT DETAILS

DATES & TIME

29 OCT	16:00-19:00	Opening Ceremony & Media Preview (by invitation only)
	19:30-00:00	Opening to public
30-31 OCT	13:00-01:00	Opening to public
1 NOV	13:00-00:00	Opening to public

VENUE

CENTRAL HARBOURFRONT EVENT SPACE & TAMAR PARK

BOOTHS

APPROX. 300+



GRAND WINE PAVILION

The continuation of Premium Wine Zone showcases **new grape varieties** and **creative pairing** from boutique wineries to well-known vineyards for a truly elevated wine experience.



"ONLY IN HONG KONG"

Showcase wines & foods that make **their Hong Kong debut** or **come in Hong Kong—only limited editions**—showcasing the W&D's unique identity as a truly "Only in Hong Kong" experience defined by exclusivity and local character.



TASTING ROOM

Embark on a dining journey with world-class chefs and mystery pairings with different wines, turning **Tasting Room** into an "Only in Hong Kong" dining story.

CREATE IMMERSIVE EXPERIENCES



COUNTRY PAVILIONS & THEMED ZONES

Collaborate with **Bordeaux and re-born wine regions to unveil and launch** the exclusive products in Hong Kong, while strengthen the city's position as a premier global wine and trading destination.



AFTER-NINE VIBE

Transform the night into a vibrant **After-Dark Bar, themed cocktails,** and **music** with an iconic harbour view—creating a lively, festive atmosphere.



NOVEMBER GOURMET MONTH

Extending Hong Kong Wine & Dine Festival to a month-long citywide campaign!

Discount or gifts for Wine & Dine Pass Holders to enjoy gourmet promotions throughout November.

CULINARY PROGRAMMES <TASTE OF HONG KONG>



- Themed dining programs
- Renowned Chefs crossover dinners & limited experiences
- Maxim's 70th Anniversary programs
- Special dining offers

BAR HOPPING / LATE NIGHT SUPPER <SHAKE, SIP AND REPEAT>



- Award-winning bars collaborations e.g. World's/Asia's 50 Best Bars
- Up-and-coming bars
- Featured cocktails

COFFEE PROGRAMMES <HIDDEN CAFÉ TRAIL>



- Secret café maps
- Password-only drinks
- Limited "hidden-menu" item

BOOTH RENTAL RATE



CATEGORY	HK\$
GENERAL WINE/FOOD BOOTH (4M X 3M, 12SQM)	40,500
RAW SPACE	2,000/SQM

*Additional charge of 15% on rental fee applicable to all corner booths

HOTEL PARTNER DISCOUNT
2 BOOTHS OR MORE

40% OFF
FURTHER 5% OFF

TARGET OF 2026 WINE & FOOD ZONES (TENTATIVE)

Wine Zoning

1. Grape-base Wine

- New World Countries
- Old World Countries
- Best enjoy this year
- Causal Drinking Wine
- Aging Potential
- Fortified Wine

2. Craft Beer

3. Spirits & Cocktail

- Tequila / Rum / Vodka / Whisky / Gin / Brandy
- Cocktail
- Hidden Bar / Trendy Picks
- Ready to Drink

4. Country Pavilion

5. Only in Hong Kong

- Hong Kong Exclusive Wine Launch
- Special Crossover with Hong Kong Elements
- Hong Kong Heritage or Cultural Story
- Limited Hong Kong Edition Packaging
- Sustainable or Eco-Friendly Hong Kong

6. Sake & Japanese Wine

Food Zoning

1. General Food booth

The Cultural variety of cuisine

- Asian
- Western
- Middle eastern
- Other / Fusion / International

Festive Food

- BBQ
- Fast Food
- Seafood
- Meat
- Premium Food
- Other Delicacies

Only in Hong Kong

- Local Street Eats
- HK Innovative Creations
- HK Local Ingredients
- HK Classics

Sweet & Treats

- Baked Goods
- Cheese
- Cold cuts
- Nuts
- Desserts
- Ice Cream / Ice pops

2. Country Pavilion

3. Hotel Delicious

TOKEN CHARGING SCHEME (ALCOHOLIC)

For general / thematic wine booths, the price chargeable for each **Prescribed Beverage** shall strictly adhere to the types of beverage as approved by the Organiser according to below table:

Token Reimbursement:

- Reimbursement to wine exhibitor under **70:30** Sales Revenue Sharing Scheme with Organiser (**Wine Exhibitor : Organiser**)
- **Maximum 1-2 products** can be charged above 14 tokens for each booth
- Reimbursement will be made to wine exhibitors after completion of the Festival

Category	Retail Price Range (per bottle)	No. of Token to be charged	Tasting Portion
Wine (750ml)	HK\$180-399	1	40ml
	HK\$400-749	2	
	HK\$750-1,799	3	
	HK\$1,800-2,299	4	
	HK\$2,300-2,799	5	
	HK\$2,800-3,299	6	
	HK\$3,300-7,299	7-14	
	Above HK\$7,300	To be advised by exhibitor	
Craft Beer & Cider (330ml)	HK\$40 or above	1	80 – 120ml

Category	Retail Price Range (per bottle)	No. of Token to be charged	Tasting Portion
Spirits (720ml)	HK\$450-749	2	10-15ml
	HK\$750-1,799	3	
	HK\$1,800-2,299	4	
	HK\$2,300-2,799	5	
	HK\$2,800-3,299	6	
	HK\$3,300-7,299	7-14	
	Above HK\$7,300	To be advised by exhibitor	

Category	Retail Price Range (per bottle)	No. of Token to be charged	Tasting Portion
Sake (720ml)	HK\$200-449	1	30ml
	HK\$450-749	2	
	HK\$750-1,799	3	
	HK\$1,800-2,299	4	
	HK\$2,300-2,799	5	
	HK\$2,800-3,299	6	
	HK\$3,300-7,299	7-14	
	Above HK\$7,300	To be advised by exhibitor	

Category	Retail Price Range (per bottle)	No. of Token to be charged	Tasting Portion
Cocktail	Starting from HK\$50	To be advised by exhibitor (2 tokens at least)	60ml at least

**All of the above information is updated as of May 2026, and is subject to change without prior notice.*

TOKEN CHARGING SCHEME (FOOD)

For general / thematic food booths, the price chargeable for each **Prescribed Dish** shall strictly adhere to the types of beverage as approved by the Organiser according to below table:

Token Reimbursement :

- Reimbursement to wine exhibitor under **85:15** Sales Revenue Sharing Scheme with Organiser (**Food Exhibitor : Organiser**)
- **Maximum 1-2 products** can be charged above 14 tokens for each booth
- Reimbursement will be made to wine exhibitors after completion of the Festival

Retail Price Range (each dish)	No. of Token to be charged
HK\$25	1
HK\$50	2
HK\$75	3
HK\$100	4
...	...
HK\$350	14
Above HK\$350	To be advised by exhibitor

FOUR STEP OF BOOTH APPLICATION



Online Application Form

- Submit **online application** for food or wine booth
- An **online account will be opened** for each application for further data submission



Submit Product Information

- Submit **dish/wine info** with proposed **token value** on the exhibitor platform
- **Company info** and **logo (will be shown on the final consumer page)**
- **PR stories**



Booth Confirmation

- Product Screening by **selection panel.**
- Confirmation **after product screening process**
- Sign off booth vendor **agreement and settle payment.**
- **Booth Selection**
- Confirm order of **booth facilities**



Move-In Briefing before Event

- Overall **event updates** before show days
- Obtain **working badges and loading permits for daily replenishment**

PRODUCT INFO SUBMISSION

- Applicants should recommend **5 wine or food items** to pair with their product submission through the CMS portal
- Login password will be sent to applicants by email. During your input on detail information, you could save and logout anytime.
- Once pressed “submit” button, you cannot revise submitted information
- For further changes on information, please contact Exhibitor Services Managers with revised content

Booth Information

The information requested in this section is for promotional use.

Booth

Status Online * Compulsory information

Booth No. A120

Fascia Name (繁體中文) **[Name to be displayed on the fascia board]**

Fascia Name (English)

Fascia Name (簡體中文)

If permitted under special circumstances, would food exhibitors to use open flames for cooking?
*If permitted by using Cassette-Fuel Portable Burner Stove for cooking only.

Yes
 No
 NE

IMPORTANT INFORMATION

Hong Kong Wine & Dine Festival 2024
Early bird discount deadline: 30 June 2024
Application and detailed info submission deadline: 15 Jul 2024
If there is any cancellation of your booth, please notify us before July 15, 2024. Otherwise, it will affect your company's future exhibition eligibility and booth selection order.

SUBMISSION STATUS

Section	Last Updated Date	Status
Company Information	2024-10-16 08:57:29	-
Shop Information	2024-10-02 13:15:38	Approved for Review
Booth #1 Information	2024-09-27 12:39:00	Done
	2024-08-02 11:20:02	Approved for Review
	2024-08-02 11:20:24	Approved for Review
	2024-08-02 11:20:49	Approved for Review
	2024-08-02 11:21:12	Approved for Review
	2024-08-02 11:21:36	Approved for Review

Wine / Food item

Product Information

Please provide details for the 5 highlighted products, and also include a maximum of 15 additional products that can be charged above the 14 tokens available for listing during the 5 event days. This information will be used for booth application product screening, as well as future PR and marketing promotions.


Booth Information

Booth No. A120 * Compulsory information

Product Information

Status Approved for Review

Category Other Delicacies 其他美食

Food Item Photo  Choose file Browse
Remove Photo Background (First tick the checkbox, then press the Browse button to choose a file.)
Requirements:
-Product photo should reflect the portion that will be sold at the event. [Reference Photo](#)
-The size less than 25MB.
-PNG or JPEG only.

Food Name (繁體中文) 陳志輝 椒鹽 Done
此食品名稱(5字)
name is not available

Food Description (中文) 陳志輝 椒鹽 Done

Food Name (English) Chicken Wings with Tangerine Peel (6 pieces)

Food Description (English)

SCREENING PROCEDURE

Products Screening Procedure:

- Exhibitor complete **Online Application Form base on zone type / the main selling product category / Field of business**
- Exhibitor Services Manager will send out login password to enrolled merchants for **booth vendor Site (CMS)** for company information and product data input
- Product list will be reviewed by **Selection Panel** before confirmation of booth application
- For wine / food booth applications, the average score will be determined by the products submitted by applicants. The judging panel will assess and rate the submissions based on specific criteria
- Exclusive item submission for Wine & Dine Festival 2026 is a plus
- Exhibitor Services Manager will follow up on each case if modification and clarification are required

Quality Assurance:

- Products submitted for screening should be showcased and available for tasting **throughout the 4 days festival**.

Remarks:

- The Organiser has the authority to reduce booth application to ensure a diverse wine and food tasting experience for visitors

**All of the above information is updated as of Jun 2026, and it is subject to change without prior notice.*

IMPORTANT NOTES TO FOOD EXHIBITORS

Food Exhibitor Action Checklist

1. Apply for Your Food License (TFFL):

- You **must** apply if you are heating food, serving unpackaged food, or pouring drinks.
- Complete the form and submit it to the FEHD (Island office).
- Send your application proof to BTE.

2. Review Cooking Rules:

- ✗ **DO NOT** open flames, deep-frying, or charcoal grills.
- ✗ **DO NOT** selling raw meat or seafood.
- ✗ **DO NOT** cooking foods with overpowering smells (e.g., durian, stinky tofu).

3. Confirm Food Sourcing & Storage:

- All food must come from a licensed supplier.
- You must have a refrigerator with a thermometer, keeping food at 10°C or below (0-4°C is best).

4. Prepare for Service:

- Provide clean, disposable utensils.
- Consider offering a discount for visitors who bring their own cutlery to support our green event goals.
- ✗ **DO NOT** sell wine at your booth.

5. Arrange for Fire Safety:

- Ensure your booth has **4.5kg CO2 fire extinguisher** as required by the FSD. (QTY is depends on FEHD requirement)

IMPORTANT NOTES TO WINE EXHIBITORS

1. For Wine Tasting:

- ✓ **DO** accept **TOKENS ONLY** for all tastings.
- ✓ **DO** use the festival's standard pour volume.
- ✗ **DO NOT** accept cash for tastings.
- ✗ **DO NOT** offer free tastings.
- ✗ **DO NOT** sell food at your booth.

2. For Bottle Sales:

- ✓ **DO** sell wine in sealed bottles for takeaway.
- ✗ **DO NOT** open any purchased bottles for customers on-site.
- ✓ **DO** stamp invoices with the "cannot be opened onsite" notice (stamp provided).
- ✓ **DO** give a verbal reminder if you don't issue an invoice.

3. For Legal Compliance:

- ✗ **DO NOT** sell or serve alcohol to anyone under 18. This is a legal offense.
- ✓ **DO** ensure all your wine has been legally imported and cleared by Hong Kong customs.

INSURANCE AND INDEMNITY

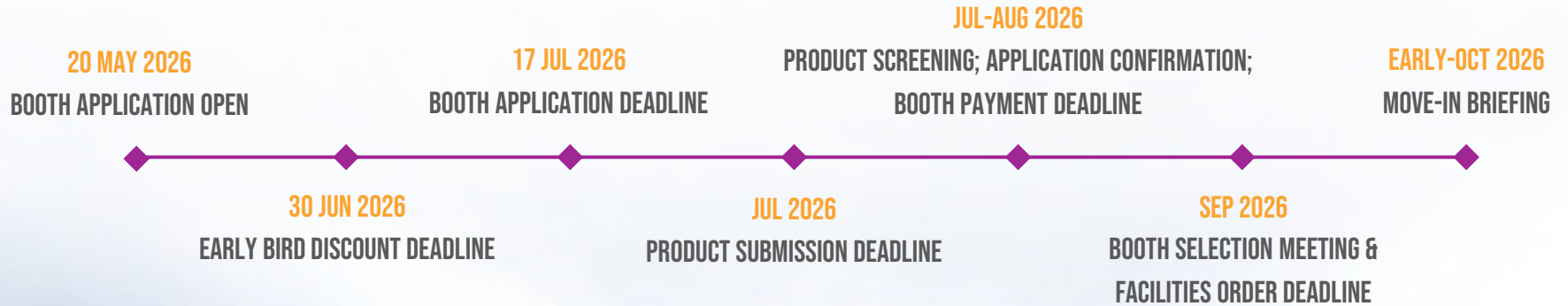
Public Liability Insurance (Compulsory)

Exhibitor shall effect public liability insurance with (a) limit of indemnity not less than HK\$10 million. Any One Accident/unlimited Any One Period with food and drinks poisoning extension; (b) named Hong Kong Tourism Board and HKSAR Government as additional insured; (c) cross liability clause; and (d) primary cover clause.

Insurance against damage or loss of property (Option)

Exhibitor is strongly encouraged to also effect property damages insurance against all losses or damages of stocks, contents at its booth against all risks of physical loss or damage including but not limited to the perils of fire, the perils of water, lightning explosion, malicious damage, riot, strike, civil unrest or commotion, theft and burglary. For the avoidance of doubt, HKTB shall not be liable for any loss that may arise from any physical loss or damage as mentioned above.

2026 EXHIBITOR TIMELINE



EXHIBITOR APPLICATION IS NOW OPEN

現正招募活動參展商



Apply Now
報名成為參展商

<https://form.jotform.com/hkwdf26/booth-application>



Event Website
活動網頁

<https://www.discoverhongkong.com/eng/events/wine-dine-festival.html>

THANK YOU!

EXHIBITOR SERVICES MANAGER

BAOBAB TREE EVENT

MR. MANKI CHUNG / MR. MATTHEW LAU

TEL: 3615 9211

WHATSAPP: 9843 7556

EMAIL: HKWDF@BAOBAB-TREE-EVENT.COM

ORGANISER

HONG KONG TOURISM BOARD

MR. CALVIN LAU

ASSISTANT MANAGER, EVENT & PRODUCT DEV.

TEL: 2807 6100

EMAIL: CALVIN.LAU@HKTBCOM