

— 2020 —

Nov. 13 Fri.



Nov. 16 Mon.

Taipei Nangang
Exhibition Center, Hall 1



Taiwan FOOD & BEVERAGE Series

Taiwan International
**Tea, Coffee &
Wine Expo**

Taiwan International
Food Industry Show

Show Report

PART1. Exhibition Profile

Exhibition	Taiwan International Tea, Coffee & Wine Expo Taiwan International Food Industry Show
Date	Nov.13(Fri.)-16(Mon.) ,2020 10:00-18:00
Venue	Taipei Nangang Exhibition Center, Hall 1, 1F & 4F
Organizers	Taiwan Tea Manufacturer's Association Taiwan Coffee Association Chan Chao International Co., Ltd.
Admission	(1) Pre-Registration (2) Onsite Ticket : Regular Tickets NT\$200 Concession Tickets NT\$100



PART2. Statistics

i. Exhibitor's Report

The Expo including **610 exhibitors** and **1,739 booths** in 2020. Among them, there are overseas exhibitors from **Central and South America** which are major places for coffee production.

Exhibitor Category	TEA	WINE	COFFEE & CACAO	FOOD & INGREDIENT	SUBTOTAL
Booths	268	300	894	277	1739
Exhibitors	88	162	242	118	610



ii. Visitor's Report

The trade hall draw close to **211,647** buyers, most are **Traders, Equipment, and Food Manufacturers**. Among them, there are **153 overseas buyers** from Japan, Korea, Hong Kong, China, etc.

Visitors					
	DAY1	DAY2	DAY3	DAY4	SUBTOTAL
2019	45,825	61,525	58,309	42,188	207,847
2020	47,245	61,839	58,838	43,752	211,674



PART3. Remarkable Event

i. 2020 Taiwan Barista Creative Beverage Competition & Taiwan Latte Art Invitational Cup

2020 Taiwan Barista Creative Beverage Competition & Taiwan Latte Art Invitational Cup held on Nov. 14-16. 2020 Taiwan Barista Creative Beverage Competition had invited 14 Baristas to show their creativity. 2020 Taiwan Latte Art Invitational Cup had invited 7 competitors to show latte art. The winners of the competition are the 2020 Taiwan Barista Creative Beverage Competition- Chen Kuan Wen(Olivia Coffee Roaster), 2020 Taiwan Latte Art Invitational Cup-Hsieh Yi Chen(Coffee Style Luke).



ii. 3rd Taiwan Coffee Month

Continuing the success of the first Taiwan Coffee Month, we dedicated the coffee makers in Taiwan, creating an exclusive celebration. This year with the spirit of "Starting your life journey with coffee." , invited 14 Champion Cafés in Taiwan to participate in the grand event. The series event lasted more than a month (Oct. 30- Nov. 30), including ❶ Taiwan Champion Café tour Project ❷ Taiwan Champion Café Crossover Coffee Beans Gift Box ❸ Taiwan Champion Café Tour Interviews. This series of activities had well-promoted coffee lovers to gain insight into Taiwan Champion Café.



iii. Café Hall of Fame

Continuing the spirit of "Promoting coffee all over Taiwan", in 2020 we had invited a total of 16 cafes from Taipei, Taichung, Tainan, Kaohsiung, Hualien, etc. With 10 counties and cities Cross Taiwan, covering the largest area ever in the event, including Who Café, Redness Café, Café Bujustory ... etc., The daily representative shops take turns displaying and brewing every day, visitors can enjoy these exclusive café without going miles away. Through drinking the exclusive cafés in Taiwan International Coffee Show for 4 days to taste a variety of flavors of these exclusive cafés. Meanwhile, the shops will sell their own roasted premium coffee beans on-site, and the income from the activities will be donated to public welfare groups to contribute to the community.



iv. Tea Art House

The Tea Art House has been a popular event for the Tea Expo for many years. Over twenty professional tea masters from Taiwan brewed and served traditional tea in modern ways during their performances. The event attracted many tea enthusiasts to explore the art of making and tasting tea at the Tea Art House.



v. Tea Art Class

The Tea Art Class is an event in which professional Tea Sommeliers give free tea art guidance every day. In each period (1 hour), 8 guests take seats to enjoy the journey of selecting, brewing, and serving tea.



vi. Wine Tasting Class

With "Style" being a focus of wine tasting in this year's event, the "Wine Tasting Class" creates the one and only professional platform for over 20 wine tasting classes at all levels, topics. Including sensory techniques, Skills of Pairing Food with Wine ...etc. The event attracted about 450 wine lovers to join the festival of wine tasting.



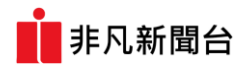
vii. Food & Beverage Trendy Salon

Invited the masters of Coffee and Food industry presented the trendy issue of world coffee and food knowledge. The agenda covered Raw Bean Procurement, Coffee Cupping, and Probiotics fermented food technology...etc. Turning industrial knowledge into real development.



i. Media Posts

In the course of the expo, there are about **100** posts of mainstream media on TV, newspaper, and the internet.



ii. Website & Facebook

Time : Oct. 13- Nov. 16, 2020

The Official Website and Facebook Fan page of Taiwan FOOD & BEVERAGE Series created over a million page views from Oct. 13 to Nov. 16 in 2020. The series promotion on the Official Website and Facebook Fan page wins a lot of attention before and during the Taiwan FOOD & BEVERAGE Series exhibition and maximizes the exposure of the Taiwan FOOD & BEVERAGE Series exhibition.

