

RESTAURANT

& BAR

HONG
KONG
2010

香港餐飲展

7th - 9th Sep 2010

Hong Kong Convention & Exhibition Centre



Admission is **FREE**

ASIA PACIFIC'S FIRST, LEADING AND BIGGEST EVER FINE DINING AND BAR EXHIBITION

More new products, inspiration, education and ideas to transform YOUR business!



HONG KONG CONVENTION & EXHIBITION CENTRE

Hall 3F&G

TUE	7 SEP 2010	12:00 - 19:30
WED	8 SEP 2010	12:00 - 19:30
THU	9 SEP 2010	12:00 - 18:00

FREE ENTRY - TRADE ONLY

www.restaurantandbarhk.com





So much to see and taste at Asia Pacific's first and leading fine dining and bar show!

If you're trying to find **NEW products**, services, suppliers, inspiration or ideas, Restaurant & Bar Hong Kong 2010 is the best use of your valuable time - and it's fun too!

Here's why:

This year there are far more exhibitors and many more NEW products than ever before. This means more fine food, tableware, wines, equipment, spirits, coffee, tea, IT, furniture, etc for you to discover. Check the website for the full list of exhibitors – www.restaurantandbarhk.com

There are even more features than ever. They are all **FREE OF CHARGE** and full of inspiration, education and practical ideas to increase your profits:



Chef Masterclasses



Fine Food Village



Exploring Food Science Theatre by Disciples Escoffier



Show Bar



Asian Seafood Expo



Wine Tasting Theatre



Gourmet Japan Zone



Cocktail & Spirit Demonstrations



Grand Barista Championship



Coffee & Tea Theatre



Chef Masterclasses



The 2010 Chefs Masterclass programme includes some of the best chefs in the world, we have our first 3 Michelin starred chef, Vincent Thierry from Caprice. As well as, by popular demand, more Cantonese cuisine demonstrations than ever before:



KITCHEN SPONSOR:



You will not see a better line up of great chefs at any other show anywhere in the world! Do not miss the magic.

	Tuesday 7/9	Wednesday 8/9	Thursday 9/9
14:00	Luk Kwok Hotel William Ma (馬榮德) Executive Chef (CANT.)	NOBU Beijing Oyvind Naesheim Executive Chef (ENG.)	ZUMA Matthew Abergel Executive Chef (ENG.)
15:15	Super Star Group Ho Po Lung (何貴龍) Head Chef (CANT.)	Wing Lai Yuen (詠黎園) Sze Chuen Noodles Kit Chan (陳杰) Executive Chef (CANT.)	Royal Plaza Hotel Chow Chun Kam (周錦鏞), Chinese Executive Chef Law Chung Leung (羅頌良), Chinese Executive Sous Chef (CANT.)
16:30	CAPRICE – Four Seasons Hotel HK, Vincent Thierry, Executive Chef (ENG.)	Tapeo David Finlayson, Head Chef, Michael Warmelo, Group Executive Chef, Concept Creations (ENG.)	Harakan Lam Kwong Ping (林廣平), Head Chef (CANT.)
17:45	Hong Kong Disney Hollywood Hotel Mak Kam Kui (麥錦駒) Executive Sous Chef (Western) (CANT. & ENG.)	Hoi King Heen - Intercontinental Grand Stanford HK, Leung Fai Hong (梁輝雄) Head Chef (CANT.)	The programme is subject to alteration. Please check for updates at www.restaurantandbarhk.com

CANT. - Cantonese, ENG. - English

Exploring Food Science by Disciples Escoffier Hong Kong



Restaurant & Bar Hong Kong and Disciples Escoffier (Hong Kong Chapter) have teamed up to bring you "Exploring Food Science". Within this exclusive theatre a select group of the world's leading chefs will showcase why a keen understanding of the chemistry behind cooking is essential for ambitious chefs who want to create magical dishes. You'll be surprised what you will learn about the most basic ingredients. Sessions will include:

- Breaking an egg
- Mayonnaise and emulsions
- From water to consommé
- An insight to roasted meat
- Exploring taste
- Cooking method

SPONSORS:



Jaakko and Oyvind are joined by Chris Mark, along with guest chefs such as Michelin Star Chef Alvin Leung and guest Anne Cazor.



"Restaurant & Bar Hong Kong is my favourite hospitality exhibition in HK! It is a vital resource for chefs, with everything from fine food in the Fine Food Village to excellent wines from the World of Wine, and even demonstrations by some of the top chefs in Asia at the Chefs Masterclasses theatre!"

Mr. Jaakko Sorsa, FINDS & President of Disciples Escoffier HK Sub-delegation.

Coffee & Tea



Back by popular demand, Coffee Culture Theatre renamed as Coffee & Tea is here for 2010! The sales of coffee beverages are soaring, and so are customers' knowledge and expectations. Coffee & Tea at Restaurant & Bar Hong Kong is designed specifically for the industry - enabling restaurants, cafes and hotels to improve coffee service operations and impress their customers with artistry and flare. A dedicated Coffee & Tea Theatre will host seminars that cover all aspects of choosing, preparing and serving great coffee & tea, while maximising turnover and profits in a café setting. These seminars will be conducted by both local industry experts as well as internationally recognised coffee & tea personalities.



Grand Barista Championship HK 2010



Now in its highly successful 2nd year in Hong Kong the competition finals will take place on the 7th September at Restaurant & Bar. Who is the best barista in Hong Kong? At the end of this event, we'll know who has the technical skills, speed, careful eye and artistic touch to be crowned the Grand Barista! Competition begins at 1pm; arrive early to get a good spot.

	Tuesday 7/9	Wednesday 8/9	Thursday 9/9
13:00		Fundamentals - The Perfect Cup (ENG. & CANT.)	Get the right teas for your F & B needs (CANT.)
14:00		Coffee, Body & Soul (ENG. & CANT.)	Creating Operational Efficiency and Cost Savings with Proper Portioning of Tea for your Tea Pot (ENG. & CANT.)
15:00		The True Italian ESPRESSO and the American "New Wave" Interpretations (ENG.)	The uniqueness of Kopi Luwak (CANT.)
16:00		Latte Art Performance (CANT.)	Latte Art Performance (ENG.)
17:00		Phones, Coffee & Tea - Smartphone Apps for Your Customers (ENG.)	Barista Techniques & Espresso Coffee Basics (CANT.)
18:00		The Joy of Japanese Matcha (CANT.)	The programme is subject to alteration.

CANT. - Cantonese, ENG. - English

Coffee companies exhibiting include:



Beer brands exhibiting include:



Hong Kong International Beer Awards



Launched in 2009 and back for a much-anticipated encore, the Hong Kong International Beer Awards will recognise the best beers available in Hong Kong in thirteen categories - including cider/perry and organic beer. Encouraging licensed traders to increase the variety available to the Hong Kong beer lover, these awards have already caught the attention of media outlets here and abroad. With hundreds of entries literally pouring in, our expert panel will decide on the winners, which will be on display and available for tasting at the Winner's Gallery.



Wine Tasting Theatre

WINE TASTING THEATRE



Restaurant & Bar Hong Kong, Asia Pacific's first fine dining trade exhibition, has supported Hong Kong's growing love affair with wine since 2002. The FREE to attend Wine Tasting Sessions have become the stuff of legend, with more visitors attending every year. This year's programme includes speakers such as: Debra Meiburg (Master of Wine), Simon Tam, Nelson Chow, Peter Kwong, etc.



SPONSORS:



	Tuesday 7/9	Wednesday 8/9	Thursday 9/9
12:30	Edward McDougall (Wine Maker, The 8th Estate Winery, Director/Winemaker UMAMI Wines of Australia)	Simon Tam (Sommelier/ Wine Consultant at the Independent Wine Centre)	Marco Caprai (Wine Maker, at Arnaldo Caprai Winery, Montefalco-Umbria, Italy)
13:45	Philippe LAQUECHE (Managing Director, YVON MAU, Freixenet Group)	Hiroyuki Onozawa (Export Marketing Manager, YOSHINOAWA Sake factory)	Ian Symonds (Teacher/ Lecturer, wine education at HKU Space and OU LiPace)
15:00	Creash Wong (Beverage Manager/Chief Sommelier at Royal Garden Hotel)	Debra Meiburg (Master of Wine)	Nelson Chow (Chairman of HKSA + VP of F&B Development, Miramar Group)
16:15	Peter Kwong (Chief Star Sommelier, Talent State Asia Ltd)	Peter Kwong (Chief Star Sommelier, Talent State Asia Ltd)	Panel from HK Sommelier's Association (HKSA)
17:30	Hiroyuki Onozawa (Export Marketing Manager, YOSHINOAWA Sake factory)	Pierluigi Bolla (Chairman of Valdo Spumanti, Valdobbiadene region, Italy)	The programme is subject to alteration.

We also have 1000's of wines from all over the world to sample at the exhibition which is open to all trade buyers. Visit our website for more information at www.restaurantandbarhk.com

Gourmet Japan



With over 1,300 Japanese restaurants, Hong Kong is the biggest and most concentrated Japanese F&B market outside of Japan. Even with just 7 million residents, the SAR is the No. 1 importer of Japanese food worldwide!

Supported by Japanese Consulate-General of Hong Kong, 2010 marks a new dawn for Japanese food in the region, with Gourmet Japan. This brand new section of Restaurant & Bar Hong Kong will showcase fine foods, beverages, sake, rice, condiments, and more; all from Japan, one of the great culinary capitals of the world.

Gourmet Japan stands out as the first specialised trade platform in the region to meet the increasing demand for Japanese ingredients and food that meet the high standards of this varied, nuanced and delicate cuisine. And, with the growing demand here in Hong Kong and around the region, Gourmet Japan will serve as an annual event to bring the best of Japan to the best Japanese restaurants in Asia! Be the first to experience it at Restaurant & Bar Hong Kong 2010.



* For visitors interested in Japanese seafood there is also a 150m Japanese Pavilion in the Asian Seafood Expo (Co-located in Hall 5F&G)

Japanese exhibitors include:



Cocktail & Spirit Theatre

COCKTAIL & SPIRIT THEATRE

Hong Kong is a city famous for its constantly evolving nightlife and vibrant party scene. Nothing stands still for long and the cocktail menu is no exception.

Come and learn from expert bartenders with fascinating topics such as:

- Flairtending – A beginners guide to showing off behind the bar
- Gin – See what's the fuss all about tips and recipes
- Creating magnificent cocktails with syrups and puree's
- Tequila – more than meets the eye
- Basic Bartending 101
- Rum – the Latin spirit with a contemporary twist
- Molecular Cocktails – Hubble and Bubble
- Classic Cocktail Bartending



Spirits brands exhibiting include:



Show Bar

Show Bar



The Show Bar will once again form the centrepiece of the Restaurant & Bar Event. This bar will be the place in the show where visitors can relax and network with their colleagues over a complimentary drink. Once again we you will be ably supported by Dr. Riha and the Solar Max team with the wide variety of drinks that they provide. So drop by, say hello and name your poison!

SPONSORS:



Media Partners



WOM
WORLDWIDE
WE HAVE 800 FREE COPIES OF THE LATEST WOM GUIDE TO GIVE AWAY TO VISITORS AT THE SHOW

Supporting Associations:



HALL 3F&G

Tuesday, 7th September 12:00 - 19:30
Wednesday, 8th September 12:00 - 19:30
Thursday, 9th September 12:00 - 18:00

* Counter will be closed 30 minutes before the closing time.

REGISTRATION FORM

RESTAURANT & BAR 香港餐飲展

7th - 9th Sep 2010
Hong Kong Convention & Exhibition Centre

WELCOME

1. You may fill out the form below and present at the registration counter.
2. As alternative you may attach your name card, answer the questions 1 to 4, and present the form at the counter.

Personal Details * - Must be filled

Title* Mr Ms Mrs

First Name* _____

Surname* _____

Job Title* _____

Company Name* _____

Address* _____

City/Town* _____

State/Province _____

Zip Code _____

Country* _____

Telephone Number* _____ - _____

Mobile* _____ - _____

I would like to receive information and updates about Restaurant and Bar HK via mobile SMS.

Fax _____

Email Address* _____

Question 1 - Nature of your business.

- 101 Hotel - Independent 102 Hotel - group
103 Restaurant - independent 104 Restaurant - group
105 Bar - independent 106 Bar - group
107 Members Club 108 Night Club
109 Contract Caterer 110 Architect or Designer
111 Press 112 Supplier / Distributor
113 Others (Please specify) _____

If part of a chain group, please indicate the name of the parent company : _____

Question 2 - Please specify your role

- 201 Owner / Proprietor
202 General Manager
203 Food & Beverage Director / Manager
204 Purchasing Director / Manager
205 Head Quarter Director
206 Human Resources Director / Manager
207 Marketing or Sales Director / Manager
208 Manager (Please specify) _____
209 Head / Executive Chef
210 Chef
211 Sommelier
212 Bar Staff
213 Restaurant Staff
214 IT Director / Manager
215 Architect or Designer
216 Others (Please specify) _____

Question 3 - What other industry events do you attend?

- 301 Hofex
302 HK International Wine Fair
303 Food Expo
304 Wine & Gourmet Macau
305 Others (Please specify) _____

Question 4 - How did you hear about us? Check all that applies:

- 401 Newspaper advertisement
402 Magazine advertisement
403 Trade show directory
404 Association meeting and newsletters
405 Direct Mailing
406 Organiser's newsletter or ticket mailings
407 Email
408 Promotions by exhibitors
409 Google/internet search
410 Colleagues/Friend's referral
413 Phone invitation from the telemarketing team
414 Invitations delivered in person to your shop
415 Others (please specify) _____

Admission is FREE and **trade only**. General public and minors under 18 will not be permitted. The organiser reserves the right to verify trade identity of any visitors (i.e. through business cards and staff I.D.) and refuse admission when deemed inappropriate.

A Partnership with Asian Seafood Expo



Co-Located alongside Restaurant & Bar Hong Kong is The Asian Seafood Exposition, Asia-Pacific and Hong Kong's premier seafood trade event.

Don't Miss It!

If you buy or import seafood for retail or foodservice, you can't afford to miss the 2010 Asian Seafood Exposition. Stay on top of the latest trends and opportunities in the Asian seafood marketplace:

- More than 100 exhibits: Explore suppliers and traders of live, fresh, frozen and packaged seafood products, processing and packaging equipment, and services from around the world.
- Networking Events: Make key connections with key players and thought leaders in the Asian seafood market at the Welcome Cocktail Reception and the Global Embassy Trade Reception.
- Education Sessions: Learn about the latest Asian consumer seafood market trends and get up to speed on sustainability and corporate responsibilities

Registering for Restaurant & Bar Hong Kong will also give you access to the Asian Seafood Exposition.



Exhibition Details

Date:

Tuesday 7 September - Thursday 9 September, 2010

Time:

12:00 – 19:30 on Tuesday

12:00 – 19:30 on Wednesday

12:00 – 18:00 on Thursday

Where:

Hall 3F - G, Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong

How to register:

Entrance to this trade-only show is free of charge. Visitors can register at the door or avoid the queues and walk straight in by pre-registering on our website at

www.restaurantandbarhk.com

diversified
EVENTS ■ HONG KONG

2707B, 27/F. Island Place Tower, Island Place,
510 King's Road, North Point, Hong Kong
Tel : 852 3105 3970 | Fax : 852 3105 3974
www.restaurantandbarhk.com