



2027天津国际葡萄酒及烈酒展览会

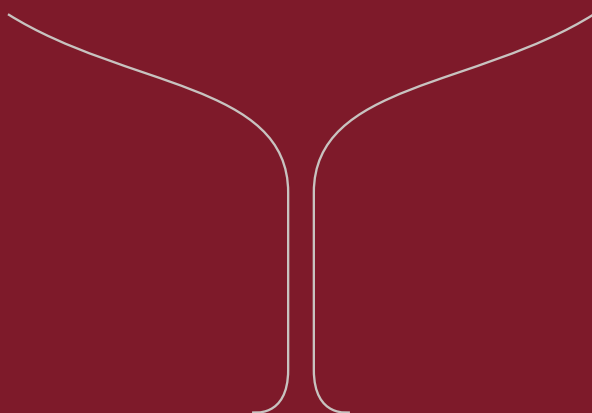
Tianjin International Wine & Spirits Exhibition 2027

同期举办：天津国际进口食品与农产品展览会

Tianjin International Imported Food and Agricultural Products Exhibition 2027

2027年4月22-24日 | 国家会展中心（天津）

April 22-24, 2027 | National Convention and Exhibition Center (Tianjin)



指导单位 | Directed by

中国商业联合会
China General Chamber of Commerce

承办单位 | Organized by

天津商联会展有限公司
Tianjin General Chamber Exhibition Co., Ltd.
群菲展览（上海）有限公司
Joytogether Exhibition (Shanghai) Co., Ltd.

主办单位 | Hosted by

天津市商业联合会
Tianjin Chamber of Commerce
天津市消费流通促进会
Tianjin Consumption and Circulation Promotion Association
高登会展集团
Golden Conference & Exhibition Group



■ 展会背景 | Exhibition Background

天津国际葡萄酒及烈酒展（简称：SUPERWINE）作为中国进出口酒类行业专业采购交易会之一，已在中国地区成功举办数十届，累计展出面积超过数十万平米，积累了数十万家国内外优秀供应商及买家资源。展会共吸引来自全球40多个国家和地区的数千家优质供应商，携带数万类酒类商品前来参展参会。展会运营过程中，分别得到政府主管部门、国际洋酒协会、法国香槟协会、法国干邑协会、墨西哥龙舌兰酒业协会、香港葡萄酒商会及各国使领馆等国内外政府部门与相关行业组织的大力支持和参与。同时，展会也引起法国、德国、意大利、西班牙、智利、南非、美国、阿根廷、葡萄牙与澳大利亚等海外组织的关注，纷纷组团参与。众多海外行业组织希望借助SUPERWINE这一展示窗口与交易平台，将更多更好的优质葡萄酒与烈酒商品引入中国，争取中国庞大的市场份额，满足巨大的消费需求。为更好给国内外酒饮企业搭建宣传、展示与合作平台，助力企业提升品牌影响力，拓宽市场营销渠道，由中国商业联合会，天津市商业联合会、天津市消费流通促进会与高登会展集团联合主办共同定于2027年4月22-24日在国家会展中心（天津）举办“2027天津国际葡萄酒及烈酒展览会”。此次展会将是中国进口酒不容错过的采购盛会，主要为帮助国外葡萄酒和烈酒企业进入中国市场提供绿色通道与合作平台。同时，依托天津作为中国北方重要经济中心与港口城市，拥有便捷的国际贸易通道、成熟的进口食品与酒类商品集散体系，以及京津冀协同发展所带来的政策与市场优势，帮助国内外酒饮企业在展会期间树立企业品牌形象，拓展中部市场，实现销售目标，并进一步扩大中国酒饮消费市场整体规模。

As one of China's leading professional procurement fairs focusing on the import and export of alcoholic beverages in China, Tianjin International Wine & Spirits Exhibition (hereinafter referred to as SUPERWINE) has successfully been held dozens of times in China, on the basis of hundreds of thousands of excellent suppliers and buyers resources at home and abroad, supported by a cumulative exhibition area of hundreds of thousands of square meters. The exhibition has received strong support and active participation from relevant government authorities in China and abroad, including embassies and consulates of various countries, as well as industry organizations such as IFSP, Comite Champagne (CVIC), COGNAC, Mexico Tequila Association, Hong Kong Wine Merchants' Chamber of Commerce. Meanwhile, the fair has also attracted the attention of overseas organizations such as France, Germany, Italy, Spain, Chile, South Africa, the United States, Argentina, Portugal and Australia to participate in the forms of National pavilions. A wide range of international wine and spirits associations and trade organizations regard SUPERWINE as an important platform for product presentation, trade promotion and market access in China, aiming to introduce a greater variety of premium wines and spirits from around the world to the Chinese market, expand distribution and business opportunities across China, and meet the huge consumer demand in China. To provide wine and spirits companies from China and around the world with a professional platform for brand promotion, product showcase and business cooperation, while enhancing brand visibility and expanding marketing and distribution channels, the China General Chamber of Commerce, Tianjin General Chamber of Commerce, Tianjin Consumption and Circulation Promotion Association, and Golden Exhibition Group will jointly organize the 2027 Tianjin International Wine & Spirits Exhibition, to be held from April 22 to 24, 2027 at the National Convention and Exhibition Center. SUPERWINE will be an unmissable procurement event for imported wines and spirits in China, providing a green channel and cooperation platform to assist foreign wine and spirits companies in expanding the Chinese market. Relying on Tianjin's role as a key economic center and port city in northern China, which boasts convenient international trade channels, a well-established distribution system for imported food and alcoholic beverages, as well as policy and market advantages brought by the coordinated development of the Beijing-Tianjin-Hebei region, the show aims to assist domestic and international wine and spirits companies in building their brand image, expanding into the central Chinese market, achieving sales goals, and further acquire market share of China's alcoholic beverage.

SUPERWINE 2027

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■ 展会亮点 | Exhibition Highlights

国际平台，全球对接 International Platform, Global Connections

汇聚全球40多个国家和地区酒类资源，链接海外酒庄、品牌商、协会与国内进口商、经销商、渠道商。

The event will bring together wine and spirits resources from over 40 countries and regions worldwide, connects international wineries, brand owners and trade associations with leading Chinese importers, distributors and channel partners.

精准买家，高效触达 Targeted Buyer Outreach, Efficient Business Connections

覆盖批发商、经销商、零售商、酒店、餐饮、商超、免税、电商、直播、社区团购等全渠道采购力量。

It will attract professional buyers from across the entire wine and spirits distribution ecosystem, including wholesalers, distributors, retailers, hospitality and foodservice operators, supermarkets, duty-free retailers, e-commerce platforms, livestream commerce and community group-buying channels.

权威背书，品牌跃升 Institutional Support, Stronger Brand Presence

获政府主管部门、国内外行业协会及各国使领馆支持参与，助力品牌影响力提升。

Supported by relevant government authorities, leading industry associations in China and abroad, as well as embassies and consulates from participating countries, providing a professional platform to strengthen brand visibility and market influence.



SUPERWINE 2027

April 22-24, 2027
TIANJIN, CHINA

SUPERWINE
National Convention and Exhibition Center

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■ 展会亮点 | Exhibition Highlights

天津区位，辐射北方 Strategic Gateway to North China

天津作为中国北方重要经济中心与港口城市，具备便捷国际贸易通道、成熟进口食品与酒类集散体系，以及京津冀协同发展政策与市场优势。

As a major economic hub and port city in northern China, Tianjin offers efficient access to international trade routes, a well-established distribution network for imported food, wine and spirits, and strong market opportunities driven by the coordinated development of the Beijing-Tianjin-Hebei region.

全渠道覆盖，商贸合作 Comprehensive Channel Coverage, Enhanced Trade Connections

从传统经销到电商新渠道，从星级酒店到连锁餐饮，从免税经营到大型商超，精准匹配酒饮消费市场。

From traditional distribution networks to emerging e-commerce channels, from star-rated hotels to restaurant chains, and from duty-free operators to major supermarket groups, the show precisely connects with key wine and spirits consumer markets.

SUPERWINE



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■ 展出大类 | Major Exhibits

- **葡萄酒**: 红葡萄酒、白葡萄酒、桃红葡萄酒、干葡萄酒、静态酒、甜型酒、加强酒、烈性葡萄酒及其服务商 (组织) 等;
- **洋酒与烈酒**: 香槟、雪莉酒、冰酒、白兰地、威士忌、伏特加、朗姆酒、杜松子酒、清酒、起泡酒、龙舌兰、保健酒、酒饮食品等;
- **传统与时尚酒饮**: 白酒、黄酒、保健酒等; 酒精类饮品, 包括啤酒、鸡尾酒、果露酒等;
- **酒类服务**: 酒类配件及器具、酒类教育及培训、酒类服务商 (酒类投资机构、物流运输服务商、酒类存储服务商等) 等;
- **酒类宣传及组织**: 奖章、证书、葡萄酒书籍、杂志、网站、文化、广告、礼品、教育培训机构和服务机构等。
- **Wine**: Red wine, white wine, rose wine, dry wine, static wine, sweet wine, reinforced wine, strong wine and its service provider (organization) , etc.
- **Wine and spirits**: Champagne, sherry, ice wine, brandy, whiskey, vodka, rum, gin, sake, sparkling wine, agave, health wine, food and drink, etc.
- **Traditional and fashionable drinks**: White wine, yellow wine, health wine, alcoholic drinks, including beer, cocktails, fruit wine, etc.
- **Alcohol services**: Alcohol accessories and equipment, alcohol education and training, alcohol service providers (alcohol investment institutions, logistics and transportation service providers, alcohol storage service providers, etc.
- **Wine promotion and organization**: Medals, certificates, wine books, magazines, websites, culture, advertising, gifts, educational institutions and service agencies, etc.



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■ 参展费用 | Participation Fees

• 国际标准展位:

A: 国内企业: 16800.00/展期 (RMB) 3m×3m

B: 国外企业: 4800.00/展期 (USD) 3m×3m

注: 标准展位 (包括: 三面白色壁板、中 (英) 文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。另将免费提供冰桶、冰块、酒杯及保洁服务等。)

• 室内光地:

A: 国内企业: 1600.00 (RMB) /平方米/展期

B: 国外企业: 480.00 (USD) /平方米/展期

注: (最少36平方米起租) “光地”只提供参展空间, 不包括展架、展具、地毯、电源等。

• International Standard Booths:

For overseas enterprises: USD 4800.00/Expo; 3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket. And wine glasses, ice cubes, a ice bucket and cleaning service are free.

• Indoor Raw Space:

For overseas enterprises: USD 480.00/Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.



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■ 目标观众 | Target Audience

- **酒类生产商、进口商、代理商、运营商、经销商以及葡萄酒爱好者:** 超过 30 万家批发商、经销商及零售商 近千家四星级以上的酒店; 近十万家高档西餐厅及大卖场、免税店、夜场、高档会所等;
- **酒行业贸易及零售商:** 进口商、批发商、销售代表、专业零售商、专业连锁零售店等;
- **电商新渠道:** 网红直播、新零售、电商、微商、社交电商、社群团购、社区团购等
- **大型超市和普通超市:** 大型超市和普通超市采购中心、饮料采购经理、葡萄酒行业经理、大型超市和普通超市经理等;
- **咖啡厅、酒店和餐厅:** 各大酒店及夜总会及餐厅 (餐饮经理、侍酒师)、连锁餐厅和连锁酒店等;
- **免税经营行业:** 免税经营者、船具商、免税店、具有采购部门的航空公司、具有采购部门的邮轮和渡轮公司等;
- **电子商务行业:** 葡萄酒及烈酒类网站设计师、此类网站的葡萄酒和烈酒买家等。



- **Wine producers, importers, agents, distributors and wine lovers:** More than 300 thousand liquor wholesalers, distributors and retailers, nearly 4,000 four-star hotels, nearly one thousand four-star and above hotels, and nearly 100,000 western restaurants, hypermarkets, duty-free shops, night markets, high-end clubs, etc.
- **Wine traders and retailers:** Importers, dealer, wholesalers, sales representatives, professional retailers, professional super-chain stores, etc.
- **New e-commerce channels:** Internet celebrity live broadcast, new retail, e-commerce, micro-commerce, social e-commerce, community group buying , etc.
- **General merchandise stores and ordinary supermarkets:** Purchasing centers for GMS and ordinary supermarket, drink purchasing managers, wine sales managers, GMS and ordinary supermarket managers.
- **Cafe, hotel and restaurants:** Hotels, night clubs and restaurants (catering manager and sommelier), chain restaurants and chain hotels, etc.
- **Duty free operation industry:** duty free operators, ship tools merchants, duty free shops, airline companies with purchasing centers, cruise and ferry companies with purchasing centers.
- **E-Business:** Website designers and buyers for wine and spirits, etc.

TIANJIN INTERNATIONAL WINE & SPIRITS EXHIBITION

2027.04.22-24

国家会展中心（天津）

National Convention and Exhibition Center (Tianjin)

预定展位 | Booth Reservation

请立即预订“SUPERWINE 2027”展位, 越早预留位置越佳, 争取最大曝光率, 领先竞争对手, 开拓无限商机。

Your timely reservation will allow us to preassign exhibit space. Requests for exhibit space will be accepted on a "first come, first served" basis.

展位预定/商业合作请联系:

To reserve the booth or learn more information, please contact:

电话/Tel : (86-21) 6439-6190

E-mail: info@goldenexpo.com.cn