



Cuisine, Coffee & Culture: Speciality F&B Asia Trade Shows Reveal Exciting Line-Up

From edible cutlery to sparkling sake and Mexican chilli peppers, Speciality Food & Drinks Asia and Speciality Coffee & Tea Asia provide a major platform for the artisan, gourmet and fine F&B industries

Singapore, 19 June 2024 – Speciality Food & Drinks Asia (SFDA) and Speciality Coffee & Tea Asia (SCTA) return this year at the Sands Expo & Convention Centre from 26 to 28 June 2024 to gather Singapore and international food and beverage (F&B) industries. The trade events are held on a bigger stage this year – now part of [SIGEP Asia](#), the first-ever Asian edition of the world’s leading Italian international artisan gelato, pastry, bakery and coffee trade show SIGEP, held alongside [Restaurant Asia](#), and co-located with takeaway and delivery trade show Food2Go.

Organised by IEG Asia, the overall event is expected to host up to 10,000 trade visitors and buyers, and over 320 exhibitors and brands from more than 30 countries and regions. This offers F&B producers and purveyors, as well as decision-makers in retail, foodservice and hospitality sectors, an all-encompassing platform to grow their businesses and shape the future of the F&B industry in Asia.

Explore a wide variety of brands and products

From established global brands showcasing their latest innovations, to homegrown artisanal producers offering unique regional specialties, SFDA and SCTA brings together a diverse range of businesses such as Oatly, F&N Foods, Limwood Group, Lei Food & Drinks Singapore, Soshinsen Holding, Sanjeevani Basmati, Ideas Ocean (IDOCEAN), Kerry Ingredients, Elevare, Biga Italian Bakery and more.

Visitors seeking sustainable food products can look forward to meeting eco-conscious brands, including sustainable seafood farmers Farm Suzuki from Japan; Singapore’s first-ever edible cutlery startup Crunch Cutlery; local bean-free & sustainable coffee pioneers Prefer; and coconut, organic and plant-based product distributors Siam Coconut, among others.

8 country pavilions and highlights connecting the world with food

This year, the event will feature pavilions from across the globe, including Kuwait, China, Malaysia, Japan, Austria and Mexico.

The Kuwait pavilion, presented by the Kuwait’s Public Authority for Industry, will showcase the best of Kuwaiti coffee, sweets, pastries, spices, herbs, seasonings and food packaging materials.

The Mexico highlight, presented by the Embassy of Mexico in Singapore, will feature an array of meat and dairy products, various herbs and spices – including a variety of chilli peppers – and well-loved beverages such as tequila and mezcal.



The Japanese pavilion will showcase a curated selection of premium Japanese products such as wagyu beef, collagen and fruit jams. Two distinguished Japanese sake companies will also present their exquisite brews in Singapore for the first time, and modern tea ceremony startup WACHA will be showcasing their matcha selection and tea ceremony robot "Sennorobi".

Singapore National Coffee Championship

The Singapore National Coffee Championship (SNCC) is the flagship competitive event for Singapore's coffee industry, with the aim to raise the capabilities of local baristas and put Singapore coffee culture on the world stage. Staged by the Singapore Coffee Association at SCTA, the SNCC will feature 60 competitors in the four categories – the Singapore National Barista Championship (presented by Santino), Singapore National Brewers Cup (presented by TIMEMORE), Singapore National Latte Art Championship and Singapore Cup Tasters Championship. The winners of each category will go on to represent Singapore at the World Coffee Championships held in various parts of the world.

Experience the best brews and coffee products

A wide variety of speciality coffee brands and products will be showcased, including coffee machines, grinders, pour-over kettles, drippers, beans and pods, and many more. Exhibitors include TIMEMORE, Huggs Coffee, DASHER Singapore, Allpress Espresso, Sapori Italiani, Blu Coffee, Beijing Guixia Legend Trading, Glyph Supply Co, MHW-bomber, Prefer and Mii FoodService, among many others.

Key happenings at SIGEP Asia

Trade visitors will also have the opportunity to experience the all-encompassing SIGEP Asia event, which will serve as a beacon for the entire F&B and Hotel, Restaurant, and Catering (Ho.Re.Ca.) industries by streamlining industry trends and fostering strategic business connections. The event will bring together leading European and Asian industry players to showcase the latest F&B products and foodservice technologies, and host other fringe events such as the RAS Leadership Symposium and seminars, masterclasses and tasting sessions.

For visitor registration, visit [here](#).

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About IEG Asia

Following the signing of a Memorandum of Understanding between Italian Exhibition Group (IEG) and the Singapore Tourism Board, IEG has established IEG Asia Pte Ltd in Singapore. This continues IEG's development plan in Southeast Asia as an entirely owned subsidiary with acquired trade events Restaurant Asia and International Coffee & Tea Asia series, Speciality Food & Drinks Asia, Speciality Coffee & Tea Asia, Food2Go, and the Singapore International Jewelry Expo series.



This extends IEG's expansion strategy into Southeast Asia, fostering a virtuous circle that will strengthen global businesses and facilitate further expansion.

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