



The 4th edition of PUB BAR ASIA 2026

Gastronomic Mixology : Reinventing Classic Drinks with Culinary Creativity



9-12

JULY 2026

BITEC, HALL EH 100-101

BANGKOK, THAILAND

Co-Located with :



Thailand Retail, Food & Hospitality Services
(TRAFS) 2026

For more information on exhibiting and registration, please visit www.pubbarasia.com or contact us ;

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SUPPORTERS

PUB BAR ASIA 2025

OFFICIAL SUPPORTERS



ASSOCIATION SUPPORTERS



MEDIA PARTNERS



INTERNATIONAL PARTNERS



Conference & Exhibition

SUSTAINABILITY PARTNERS



BRONZE SPONSORS



POST SHOW REPORT



STATISTICS 2025

OVERALL VISITORS:

3,206



THAIS: **3,031**

OVERSEAS: **175**



COUNTRIES: **32**

JOB FUNCTIONS:



TOP 10 INTERNATIONAL VISITORS:



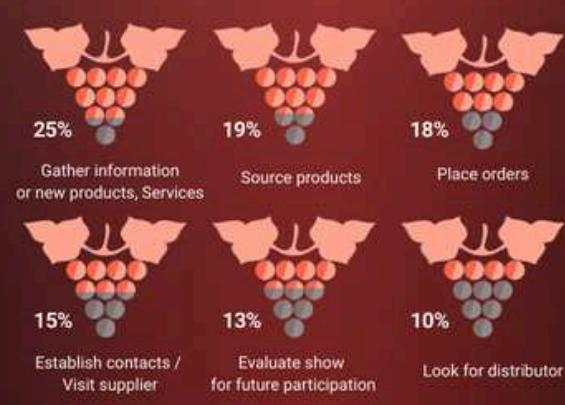
COMPANY'S MAIN ACTIVITY



PRODUCT OF INTERESTS:



PURPOSE OF VISIT:



THE FUTURE OF PREMIUM BEVERAGES IS HERE.

A Place for All: Global to Local

JOIN PUB BAR ASIA 2026

The region and Thailand premium beverage industry is experiencing explosive growth, and the heart of that expansion is right here in Southeast Asia. As the only focused beverage event in ASEAN with 300% growth in the last three years, PUB BAR ASIA 2026 is your direct gateway to this dynamic market, connecting you with the buyers, innovators, and trendsetters who are shaping the future of F&B.



THE MARKET MOMENTUM IS UNPRECEDENTED THE NUMBERS TELL A POWERFUL STORY:

Premium Beverage Boom:

The global premium alcoholic beverage market is projected to more than double, soaring from \$467.4 billion in 2025 to \$1,115.6 billion in 2035, with a CAGR of 9.1%.

Southeast Asia Leads the Charge:

As the fastest-growing region, Southeast Asia's F&B industry is set to reach \$900 billion by 2028. This growth is fueled by consumers who are moving from volume to value, demanding quality, creativity, and a story in every glass.

Digital Dominance

Online alcohol sales are estimated to account for over 24% of global premium beverage sales by 2025, driven by platforms, digital menus, and live commerce.

YOUR PRESENCE AT THE EPICENTER

With a successful record of more than 100 Thai and international exhibitors in 2025, **PUB BAR ASIA 2026** can place your brand at the center of this evolution. This is more than a trade show; it's a creative platform where drinks are experienced, technology transforms how we connect, and mixologists become culinary artists.

This year's event will focus on:



Sustainability in Spirits

Explore eco-conscious bar solutions and zero-waste concepts.



Tech-Driven Bars

Discover the latest in POS systems, AI bartending, and immersive bar tech.



Women in Bartending

Celebrate female mixologists and leadership with a dedicated spotlight.



Local to Global

Showcase export-ready brands from the ASEAN region to international buyers.

Experience Zones: The Future of F&B, Live

Explore our new, curated zones designed to spark innovation and collaboration.

Gastro Mix Lab

Witness live showcases of culinary techniques and cocktail artistry.

Bar Innovation Hub

Connect with startups and tech leaders presenting cutting-edge tools for bar management.

Sustainable Spirits Pavilion

Meet brands and suppliers championing environmental responsibility.

ASEAN Craft Collective

Discover the vibrant flavors of local distilleries and brewers from across Southeast Asia.

WHO YOU'LL MEET

This is your opportunity to connect with an audience of serious buyers and decision-makers.



Business Owners & Executives:
Pub, bar, hotel, and restaurant owners.



Decision-Makers & Management:
F&B directors and purchasing managers.



Importers/distributors:
Can help you grow your brands in Thailand and the region.



Industry Professionals:
Top mixologists, bartenders, and chefs.



Retail & Distribution:
Buyers from liquor stores, supermarkets, and distributors.



Investors:
Entrepreneurs and investors seeking the next big opportunity.

Who Should Participate?

Whether you are a global brand or a local innovator, our curated zones ensure you connect with the right buyers.



Alcoholic Beverages:

Spirits, wine, beer, craft labels and more.



Non-Alcoholic & Mixers:

Mocktails, artisan sodas, mineral waters, kombucha and more.



Bar Equipment & Supplies:

Glassware, tools, dispensers and ice machines.



F&B Pairing Innovations:

Bar bites and ingredient suppliers.



Bar Tech & Smart Solutions:

POS systems, inventory management and digital menus.



Design & Ambience:

NEW
Lighting, Sound System, furniture and branding solutions.



Sustainability in Bars: Eco-packaging and ethical sourcing.



Why Exhibit with Us?

Access the Market :

Tap directly into Southeast Asia's booming nightlife and beverage sectors.

Promising market :

Thailand is currently one of the most successful markets for alcoholic drinks in the region.

Connect with Key Players :

Meet serious buyers, investors, and potential brand collaborators.

Launch & Learn :

Introduce new products and get instant, invaluable industry feedback.

Position Your Brand :

Establish your brand as a trendsetter in the F&B lifestyle scene.

Gain Exposure :

Secure media, influencer, and content coverage across the ASEAN region.

What Exhibitors Said About PBA 2025

MR. CHRISTOPHER ROBERTS
SOUTHEAST ASIA AMBASSADOR FOR THE BREWERS ASSOCIATION OR PARTNER, LEVEL HEADS ADVISORY

“Marketing beer in Thailand is challenging due to social media restrictions, making face-to-face engagement essential.

PUB BAR ASIA bridges this gap by **connecting brewers** directly with **consumers and key industry buyers**, driving brand growth in Southeast Asia—a rapidly expanding market that accounts for 15% of the world’s population.”

“Our participation in PUB BAR ASIA opened **new opportunities** to showcase Spanish beverages, connect with buyers, and expand our presence in Thailand.

The excellent response from visitors **confirmed** the exhibition’s value in creating new opportunities for **growth and collaboration**.”

MS. MARIA CATANY
THE VICE PRESIDENT OF THE SPANISH-THAI CHAMBER OF COMMERCE

“As a first-time exhibitor, BGC was impressed with PUB BAR ASIA’s professional design and its ability to attract the **right buyers**.

The exhibition enabled us to **connect** with new clients, business owners, and F&B managers, driving **real business growth**.

We see it as an **excellent platform** for building networks and expanding market presence.”

MS. LAKSIKA CHANTIAN
TRADING MANAGEMENT DIVISION MANAGER
BG CONTAINER GLASS PUBLIC COMPANY LIMITED

MS. MIKARI MIYAZAWA
THE NATIONAL TAX AGENCY IN JAPAN.

“PUB BAR ASIA is an outstanding platform to showcase Japanese beverages, **connect with buyers**, and gain valuable market insights.

It enabled us to build **partnerships** and refine products for the Thai market, with an **excellent response** from participants.”

MS. SUPALAK PINKET
MANAGING DIRECTOR OF GLT ITALIA



“PUB BAR ASIA gave GLT ITALIA an excellent platform to showcase our premium Italian wines, including rare varieties, to **key buyers** in the **hospitality sector**.

The event **expanded** our network, grew our customer base, and provided valuable market insights.

We look forward to returning and encourage others to join this **unique business opportunity**.”

Exhibit Types :

Type A

Raw Space

Participation cost

Start at USD 400 per SQ.M..



Type B

Standard Booth

Participation cost

Start at USD 430 per SQ.M.



Type C

Premium Curve

Participation cost

Start at USD 460 per SQ.M.



Type D

Premium Box

Participation cost

Start at USD 460 per SQ.M.



Type E

Craft Village

Participation cost

Start at USD 1,700 per Booth



Type F

Sip & Spirits

Participation cost

Start at USD 1,000 per Booth



Type G

Sponsorship Package

Participation cost Start at USD 1,000

You rocked our activity and helped us spread the word!

Cheers to making a difference!

DON'T MISS OUT!

With over 6,000 expected buyers from Thailand and overseas, and opportunities to engage with key industry players, PUB BAR ASIA 2026 is the ideal platform to showcase your brands and connect with your target customers.

Book your space now to seize this unmatched opportunity!

Join us in shaping the future of the nightlife industry.

Get Ready for the Ultimate Showcase! Discover new trends, exciting innovations, and build a strong network in the beverage and entertainment sector!



*Remark : Vat 7% is included.

**Standard booth, Premium booth, Craft Village and Local Craft & Spirit are simulated image for sample only



DYNAMIC SHOWGROUND



SHAPING THE FUTURE OF THE BEVERAGE INDUSTRY





NEW PRODUCTS, INFORMATIVE UPSKILL KNOWLEDGE AWAITS YOU

