

From 'Worth Coming' to 'Must Come': Decoding the Triple Appeal of China Food and Drinks Fair



Beijing, China Mar 24, 2026 ([IssueWire.com](https://www.issuewire.com)) - Bright Spring in March, the eyes of the global food and drink industry once again converge upon Chengdu, known as the 'City of Brocade'. As the "weather vane" and "barometer" of China's food and alcoholic beverage industry, the 114th China Food and Drinks Fair (CFDF) will be grandly held from March 26 to 28, 2026, at the Western China International Expo City and the Century City New International Convention and Exhibition Center in Chengdu.

The total exhibition area of this event spans 325,000 square meters, attracting 6,600 participating enterprises from 40 countries and regions, and is expected to welcome over 400,000 professional visitors and consumers. Themed "From Spring Festival to the Spring Food & Drinks Fair," this year's CFDF is transcending the boundaries of traditional trade shows, evolving from a singular trading platform into a mega-event that seamlessly integrates industry opportunities, consumer experiences, and urban vitality.

Why attend CFDF? Because it is not only an "industry hub" where enterprises seek business opportunities, but also an "experiential paradise" where consumers can discover global delicacies—and, above all, a window through which to observe China's consumer vitality and urban charm.

As a grand public celebration embodying the triple identity of "industry bellwether, novel consumption landscape, and new urban icon," this year's CFDF extends a sincere invitation to the world—presenting itself with a fresh new profile characterized by integrated resources across the entire supply chain, immersive consumer experiences, and deep-seated integration between the exhibition and the city. This is not merely an exhibition, but a spring rendezvous you simply cannot miss.

Visit CFDF: Discover the Latest Trends Empowering the Industry Across All Dimensions—Gaining Insight into the Future of the Sector

For food and beverage enterprises, CFDF has consistently served as a vital platform for observing industry trends and formulating market strategies. This exhibition brings together resources from across the entire industry chain—including distributors, retailers, e-commerce platforms, cross-border buyers, supply chains for chain dining establishments, and investment and financing institutions—to provide enterprises with highly efficient and precise business matchmaking environments. It fosters an atmosphere where opportunities for collaboration emerge naturally through exchange, and market opportunities are rapidly realized through targeted connections.

This year, CFDF has, for the first time, implemented a differentiated layout across its two main venues: the Western China International Expo City focuses on showcasing the food sector, while the Century City International Exhibition & Convention Center highlights the alcohol and beverage sectors. Through a more specialized layout, exhibitors will be more concentrated, the audience more targeted, and collaboration more efficient.

During the exhibition, a series of high-level forums—including the National Sugar and Wine Fair Food and Beverage Industry Development Conference and the 2nd National Food Industry Channel Summit—will be held in rapid succession. Academicians of the Chinese Academy of Engineering, executives from leading industry enterprises, and global experts and scholars will engage in in-depth discussions on key topics such as global market expansion, industrial digital transformation, and emerging trends in livestreaming e-commerce. It also releases industry white papers and authoritative consumer data, helping enterprises seize emerging trends and market opportunities in real time.

This year's CFDF also features newly added specialized zones for green agriculture and innovative foods, optimizes specialized exhibition zones for health foods, technology services, smart manufacturing, and other sectors, and strategically positions across the entire value chain, including sectors such as food ingredients and packaging supply chains. It serves as a centralized showcase for cutting-edge achievements—ranging from AI-powered devices and health food processing technologies to innovative packaging designs—and comprehensively highlights key industry trends across the realms of health, technology, sustainability, and "Guochao" (Chinese heritage-inspired consumer trends). This allows enterprises to experience the very forefront of industrial upgrading directly within the exhibition halls.

Leveraging a comprehensive, multi-dimensional media dissemination matrix, participating enterprises can achieve concentrated brand exposure, refine their brand positioning amidst industry competition, and enhance their market influence through professional exchanges—transforming their participation from a mere product showcase into a pivotal opportunity for brand elevation.

Visit CFDF for an Exclusive Experience Integrating Exhibition and City to Create a Consumer Extravaganza for All

If CFDF was once a professional stage exclusively for industry insiders, it has now evolved into a consumer festival shared by the entire population of the host city.

This year's CFDF breaks the boundaries of exhibition halls, launching a month-long "2026 Spring Sugar Season" urban consumption promotion activity, truly integrating the exhibition into the city and bringing it into daily life. This represents not only a pioneering new model of city-fair integration created by the CFDF but also a consumption gala tailor-made and exclusively enjoyed by Chengdu citizens and visitors from home and abroad across the entire city. The organized "2026 Spring Sugar Lifestyle Season" will be held from March 26th to 29th at the Eastern Suburb Memory Park in Chenghua District. Positioned as an "urban consumption pilot zone," it will bring together global specialty cuisines, premium wines, and trendy beverages, allowing citizens and tourists to experience "A Taste of the World" all in one place.

In terms of consumption experience, this CFDF features comprehensively upgraded scene designs, integrating music socializing, sports interaction, cultural and creative markets, and social media hotspots to create new urban social scenes favored by young people. Simultaneously, through diverse activities such as parent-child interaction, fun challenges, and light sports experiences, attendees of all ages can find their own way to participate, elevating the CFDF from merely "delicious" to "fun, enjoyable to explore, and offering great experiences."

During the exhibition period, various districts (cities) and counties in Chengdu will simultaneously launch Spring Sugar-themed consumption promotion activities. Key business districts and characteristic commercial streets will host tasting events, time-limited discounts, and new product launches. With valid CFDF credentials, attendees can also enjoy exclusive discounts at scenic spots and cultural venues, effectively transforming the exhibition's traffic into urban consumption vitality and allowing citizens and tourists to share in the city benefits brought by the spring sugar event.

Come to CFDF and Experience the Charismatic Chengdu Revitalizing the City Through Exhibitions to Unleash New Momentum for Urban Development

The CFDF is not only an industry event but also a vital engine driving urban development.

By providing enterprises with offline test marketing and consumer testing scenarios, the exhibition accelerates the market adoption of new products. At the same time, it boosts consumption growth in local commerce, catering, accommodation, transportation, and other industries, effectively transforming "exhibition traffic" into "urban growth increments" and injecting new momentum into Chengdu's efforts to build itself into an international consumption hub.

As a major global launchpad for new food and beverage products, the CFDF continues to lead consumption upgrade trends, fostering new consumption hotspots centered around health, experiential scenarios, and quality. It builds momentum for the development of Chengdu's consumer market during the city's 15th Five-Year Plan period.

Meanwhile, the arrival of hundreds of thousands of domestic and international visitors and exhibitors offers the world an opportunity to experience Chengdu's urban charm up close. From the historic allure of Kuanzhai Alley to the vibrant energy of Jinli, from its international business environment to its livable and workable city character, the CFDF is becoming an important window showcasing Chengdu's image.

This year's exhibition has specially established a "Rongjiu(Chengdu Baijiu) Industry" Zone to showcase the innovation achievements and industrial strength of Chengdu's baijiu-producing regions. It promotes deep integration between the local food and beverage industry and national—and even global—supply chains, attracting quality projects, enterprises, and talent. This helps strengthen and extend the industrial chain, creating a positive cycle where exhibitions boost industry and industry in turn revitalizes

the city.

With 71 years of history, successive editions of the CFDF have witnessed the development trajectory of China's food and beverage industry and recorded the vibrant evolution of the country's consumer market.

In 2026, coinciding with the start of the 15th Five-Year Plan period, the 114th National CFDF, with its grand exhibition scale, industrial clusters of Chinese and foreign enterprises, and a novel pattern of nearly a month of city-fair integration activities, has become a vital platform connecting industries, activating consumption, and empowering the city.

It is an industrial highland for enterprises seeking opportunities, an experience paradise for consumers enjoying delicacies, a development stage for the city showcasing its vitality, and a springtime gala belonging to the entire industry and the whole city.

From March 26th to 28th, at the Western China International Fair and the Century City International Convention and Exhibition Center in Chengdu, the 114th China Food and Drinks Fair sincerely invites global business visitors and consumers to this springtime rendezvous. Come here to discover trends; come here to taste the world; come here to see Chengdu; amidst the vibrant spring of the "Brocade City", share industrial opportunities, savor global flavors, and jointly create a bright future for the food and beverage industry and urban development.



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