SFH
FOOD & HOTEL
SEOUL

In conjunction with
CULINARY CHALLENGE

Organiser
informa markets
kotra
Korea Trade-Investment Promotion Agency

POST SHOW REPORT 2026

9-12 JUNE 2026
KINTEX, KOREA



KEY FIGURES





1,800 Exhibitors
from **49** Countries

Domestic
944 | **856**
International

46,228 Visitors
from **70** Countries

27
Country pavilions



76,121 sqm
Exhibition Space

EXHIBITOR ANALYSIS

TOP 10 EXHIBITING COUNTRIES

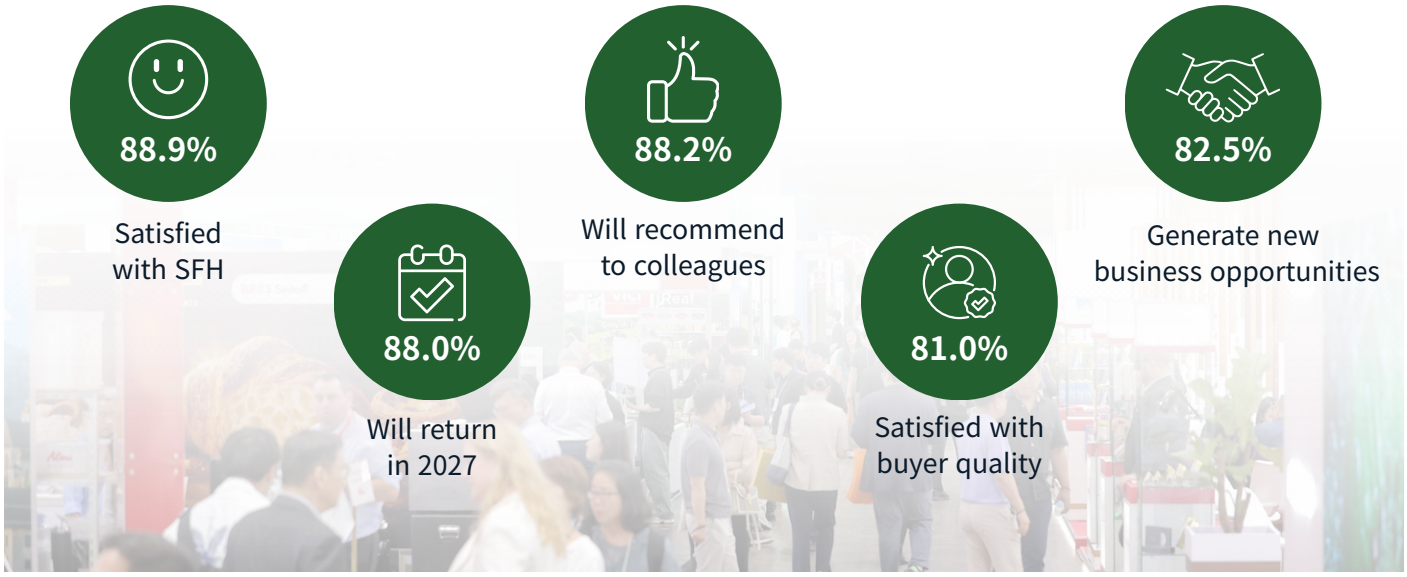
1. China
2. USA
3. Spain
4. Thailand
5. Türkiye
6. Vietnam
7. Canada
8. Italy
9. India
10. Poland

TOP 5 EXHIBITING PRODUCTS

- **FOOD & BEVERAGE**
  1. Agricultural Products
  2. Processed Foods
  3. Health/Organic Foods
  4. Bakery/Confectionery
  5. Halal

- **FOOD TECH**
  1. Food Manufacturing Technology
  2. Food Packaging Solutions
  3. Food Quality & Safety Management
  4. Culinary & Foodservice Technology
  5. Food IT & Data Solutions

EXHIBITOR SATISFACTION



WHAT EXHIBITORS SAID ABOUT SFH



We've met many Korean distributors, retailers, and manufacturers, as well as buyers from other countries. Our decision to participate in this event will definitely help us expand our business overseas, especially in Korea. We'll definitely come back to this event again next year.

- Saha / Xongdur Thai Organic Food / Business Development Manager



We've had meetings with buyers, distributors, and importers, and they were very interested in healthy products. I believe Korea can be an important milestone for expanding our business in Asia.

- Daniela Diliberto / Arkè Olio di Sicilia / Account Manager

Korea is an emerging market for Australian beef, and we need to be here to meet people face-to-face, find customers we can partner up with and hofully do more business in Korea.

- Joel Laurie / Hokubee Australia / Sales





VISITOR ANALYSIS

BUSINESS NATURE

1. Manufacturer	**42.54%**
2. Distributor	**24.42%**
3. Importer	**10.28%**
4. Wholesaler	**5.34%**
5. Hotel & Restaurant	**5.22%**

MAIN OBJECTIVE

1. Market Research	**33.90%**
2. Seek Collaboration / Partner	**28.34%**
3. Meet New Clients	**14.80%**
4. General Visit	**9.95%**
5. Purchase Product & Technology	**8.06%**

MAIN INTEREST

- **F&B**

Processed Foods	**41.69%**	Condiments/Seasonings/Oil	**23.47%**
Food Additives/Ingredients	**32.46%**	Bakery/Confectionery	**21.02%**
Agricultural Products	**31.06%**	Dairy Products	**19.19%**
Frozen Foods	**28.86%**	Seafood Products	**19.10%**
Health/Organic Foods	**26.93%**	Vegan/Alternative Proteins	**16.64%**
Beverage/Coffee/Tea	**25.68%**	Halal	**11.66%**
Convenience Foods	**25.13%**	Food Information Service	**11.00%**
Meat Products	**23.97%**	Wine/Liquor	**9.75%**

- **FOOD TECH**

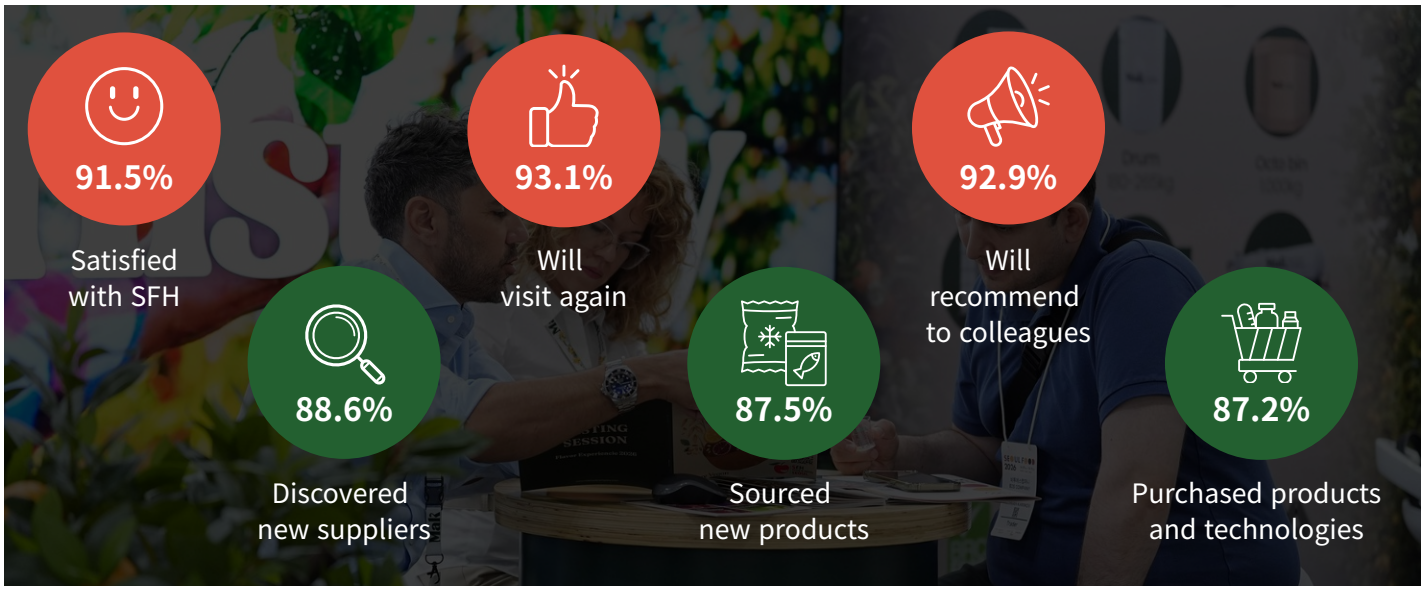
Food Manufacturing Technology	**37.18%**	Cold Chain & Food Logistics	**12.73%**
Food Packaging Solutions	**26.70%**	Culinary & Foodservice Technology	**12.65%**
Food Quality & Safety Management	**18.04%**	Smart Agriculture & AgriTech	**6.95%**
Food IT & Data Solutions	**13.53%**		







VISITOR SATISFACTION



KEY VISITORS

CJ CHEILJEDANG
DAESANG 대상주식회사
Dongwon Home Food
SAMYANG CORPORATION
SPC
LOTTE
Pulmuone
SHINSEGAE
아워홈 OURHOME
OTOKI
LG H&H
Binggrae
Samyang Roundsquare
CJ FRESHWAY
HYUNDAI GREEN FOOD
OLIVE YOUNG
LF
kakao
BGFretail
GS Retail
welstory
Kurly
coupang
7-ELEVEN
E-LAND
LOTTE MART
KOREAN AIR CATERING & DUTY-FREE
HYUNDAI DEPARTMENT STORE GROUP
Everland
Hanwha
HYATT

COUNTRY OF HONOR

One of the highlights of Seoul Food & Hotel 2026 was the **USA Pavilion**, which participated as the **Country of Honor** to mark the 250th anniversary of U.S. independence. Under the official theme, "Yours to Explore," the pavilion brought together 46 exhibitors showcasing a diverse range of premium U.S. food and beverage products.





From world-renowned U.S. meat and poultry to innovative snacks, nutritious nuts, and sustainably sourced specialty ingredients, the pavilion reflected the quality, innovation, and diversity of U.S. agriculture. By presenting both iconic products and the latest market trends, the USA Pavilion provided visitors with valuable insights and meaningful opportunities to connect with leading U.S. food and beverage companies.







MATCHMAKING PROGRAM

Four dedicated matchmaking programs connected exhibitors with qualified buyers, generating new business opportunities and partnerships throughout Seoul Food & Hotel 2026.

5,006
Meetings

394
Hosted Buyers

979
Exhibitors





A structured pre-matching process brought exhibitors together with relevant buyers through targeted one-on-one meetings, creating valuable opportunities to explore new markets, develop business relationships, and connect with potential partners.



**Meet the right buyers,
not just the ones you happen to meet
on the show floor.**



**Patryk Latkowski / OSM WART-MILK
/ Export Specialist**

It was a really great idea to organize these meetings. The meetings were much more valuable and professional from a business perspective. I was able to speak with clients in a calm environment without interruptions. I had their full attention, which made it much easier to have in-depth discussions.

CONFERENCE & SEMINAR

Beyond the exhibition floor, Seoul Food & Hotel 2026 hosted a series of insightful conferences and seminars, providing valuable knowledge and perspectives on the latest trends, technologies, and challenges shaping the global food and beverage industry.



The **10th Global Food Trend & Tech Conference** brought together industry experts to explore key topics including Future food technology, Global food distribution strategies, and AI-based food technology.



The **Global Food Trend Seminar** further highlighted emerging consumer trends such as functional F&B, clean label, and personalized nutrition, while the Nordic Excellence Seminar by the Embassy of Denmark in Korea showcased the unique value of Danish Taste.







In addition, the **Food Industry ESG Seminar** provided insights into sustainable management strategies for food export companies.

Through these diverse knowledge-sharing programs, Seoul Food & Hotel reinforced its role as a leading platform for industry innovation, collaboration, and future growth.



COMPETITION

Seoul Food & Hotel 2026 featured two exciting competition programs — the SFH Culinary Challenge and the AVPN Vera Pizza Championship Seoul, bringing together talented culinary professionals and aspiring chefs from around the world.

CULINARY CHALLENGE

The **SFH Culinary Challenge** achieved record-breaking participation this year, with 751 competitors from 10 countries competing across 24 categories. As Korea's leading international culinary competition, the event further strengthened its reputation and influence within the culinary industry.





With the generous support of five sponsors, the competition program was enriched with enhanced experiences for participants.

In particular, Platinum Sponsors Nestlé Professional and Fonterra operated the Chef Lounge, offering catering services, mentoring sessions, photo zone, and various engagement activities.

Sponsors

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CONGRATULATIONS TO ALL THE WINNERS!

Chef Of The Year	Jung Jaemin (World Culinary Arts and Bakery)
Best Culinary Chef	Kim Jaehyeok (World Culinary Arts and Bakery)
Best Pastry Chef	Kim Sohee (Mambo Pastry Academy)
Best Culinary Team	Korea Cooking Art Academy

Medal Results

93	Gold
275	Silver
314	Bronze





AVPN VERA PIZZA CHAMPIONSHIP SEOUL

As a new highlight of the event, **the AVPN Vera Pizza Championship Seoul** was launched in collaboration with the Associazione Verace Pizza Napoletana (AVPN), introducing an authentic Neapolitan pizza competition to the program.

The Preliminary Round of the Vera Pizza Competition brought together 30 pizzaiolos from restaurants across Korea, who competed in the STG Margherita category under the evaluation of three renowned pizza experts, including maestros and ambassadors.

The top three winners earned the opportunity to compete in the finals in Italy, further highlighting the growing passion and excellence of Korea's pizza industry.







CONGRATULATIONS TO ALL THE WINNERS!

Champion	Jo Eunhee (Haevichi Hotels & Resorts)
1st Runner Up	Goo JaTat (Zione)
2nd Runner Up	Im Jinwoo (Ellie's Iittle Italy)





SPECIAL THANKS TO OUR VALUED PARTNERS

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USA

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EU POULTRY

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