

Speciality Food & Drinks Asia kicks off culinary extravaganza in Singapore

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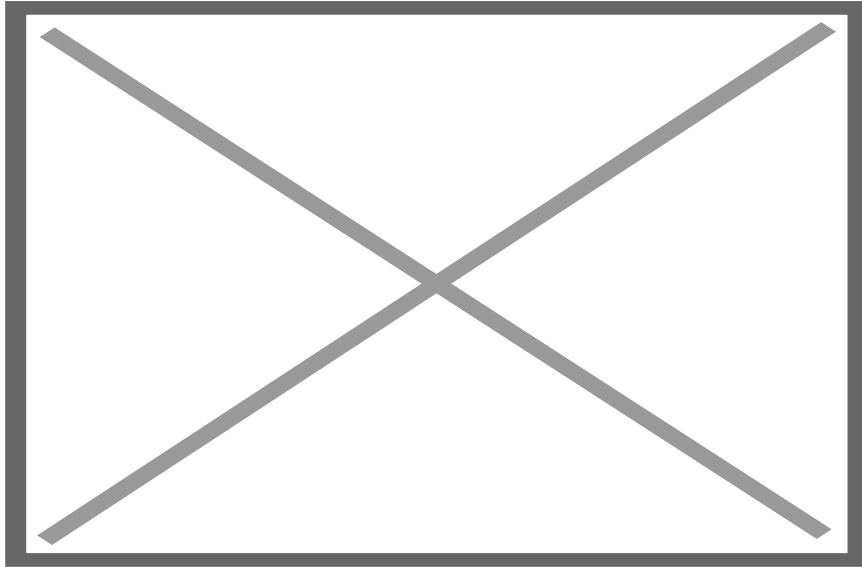


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[Speciality Food & Drinks Asia](#) 2023 (SFDA), the fifth edition of Southeast Asia's leading trade show for artisan, gourmet and fine food and drink spanning the entire F&B industry, opens its doors today at the Sands Expo & Convention Centre (Halls B & C) in Singapore.

SFDA 2023 is co-located with the second edition of takeaway and delivery exhibition [Food2Go](#). The three-day event, organised by Montgomery Asia, will feature over 240 exhibitors and brands from 16 countries and regions, who will showcase the latest and most innovative speciality food and beverage products, food-service and delivery solutions, and sustainable packaging.

The opening ceremony was graced by **Guest-of-Honour Ms Yeo Wan Ling, Member of Parliament for Pasir-Ris Punggol GRC and Director of NTUC U SME AND U Women and Family**, **Christopher McCuin, Managing Director of Montgomery Asia**, and **Victor Mah, President of the Singapore Coffee Association**, who delivered their opening addresses.



A Memorandum of Understanding (MoU) was also signed between NTUC and the Singapore Coffee Association, fostering a partnership between the two parties to create better workplaces for small- and medium-sized enterprises (SMEs) across all sectors of the coffee industry. The collaboration will focus on the training and development of workers, leadership and business development programmes, and support for the recruitment, training and retention of workers with the Employment and Employability Institute (e2i), among other initiatives.

Singapore, where innovation and entrepreneurship are rife across many verticals, is renowned for its unique and vibrant food industry. In July 2023, all industries in the F&B services sector recorded year-on-year sales growths, with the [total sales value of F&B services in July 2023 estimated at S\\$1 billion](#). SFDA offers an ideal platform for industry players to gather, uncover new product offerings, explore business opportunities, and share solutions to some of the industry's most pressing challenges. **Christopher McCuin, Managing Director of Montgomery Asia**, said: "Singapore's F&B industry is one of the most diverse and vibrant in the world. Montgomery Asia is proud to launch the fifth edition of SFDA and the second editions of Food2Go and Speciality Coffee & Tea Asia, and bring the industry together to embark on a gastronomic journey that celebrates world-class innovations and flavours here in Singapore. Our platform has grown to become the industry's go-to destination to convene and explore opportunities for growth and innovation. We're excited to have many new exhibitors and brands come on board, and are thankful for the unwavering support of our many partners and supporters."

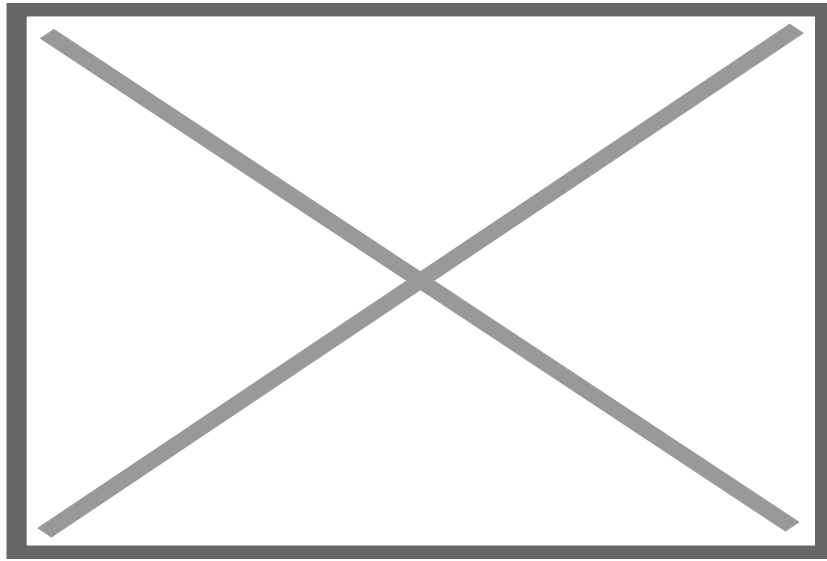
Stellar list of exhibitors and brands

Visitors can look forward to an impressive array of exhibitors and brands from 16 countries, including Belgium, China, Hong Kong, India, Ireland, Italy, Japan, Malaysia, the Philippines, Poland, Singapore, South Korea, Taiwan, Turkey, the United Arab Emirates, and Vietnam. These include Limwood Group Pte Ltd, Irish Duck Company, Jeonbuk Institute for Food-Bioindustry, Unox, Isle Grocer & Co, LAP Spirits, Allpress Espresso, and many more.

The latest F&B products and services will also be on showcase by brands such as LEI food&drinks, Isle Grocer & Co, Wake the Crew, Choya Umeshu South East Asia, Noomoo, VektroPack, Ecospec NovelTech, Sanz Pte Ltd and Smart Minds Holdings Limited, among many others.

Cindy Casey Henwood, Co-Group Chief Executive Officer of Limwood Group Pte Ltd, said: "The fine food industry has been growing steadily, and we are thrilled to be participating in SFDA 2023 alongside a remarkable lineup of other speciality brands. Events like these provide us with a unique opportunity to connect with buyers, specifiers, and thought leaders from the industry, allowing us to foster valuable collaborations and enhance our participation in the vibrant food and beverage scene."

Exciting fringe events



With a series of panel discussions, live cooking demonstrations and food-tasting sessions, SFDA offers both attendees and exhibitors a platform to exchange knowledge and delve into the most recent advancements and trends.

At the **Innovation Stage**, panel discussions will offer invaluable business insights as industry leaders from renowned organisations such as Deliveroo, the Association of Catering Professionals Singapore, APAC Society for Cellular Agriculture, and A*STAR. They will delve into a wide range of topics, such as partnerships in the food delivery industry; the ethics of dining reservations; the future of speciality food retail and distribution; and the path towards food security; among many others.

At the **Fine Food Live Stage**, attendees can catch new product showcases and observe culinary demonstrations by renowned chefs like MasterChef Singapore Season 4 contestant Mandy Kee, Chef David Sim, and chef and cookbook author Simran Savlani, who will share unique cooking methods.

Visitors keen on trying the finest and latest refreshing brews can also head to the **Tap Room**.

Spectacular line-up of competitions Taking place at SFDA is the finals of the first-ever [Big Idea Food Competition](#) (BIFC) hosted by Big Idea Ventures (BIV) – the most prolific FoodTech investor globally – which will identify the best innovations in alternative protein. This competition aims to cultivate novel entrepreneurial

ecosystems, identify exceptional talent, and invest in the next generation of food entrepreneurs throughout Asia. The winners of this competition will walk away with a grand prize of a \$200,000 investment package and automatic enrollment into Big Idea Ventures' esteemed Cohort #8 accelerator program.

The first-ever [ASEAN Butchery Competition](#), jointly organised by Montgomery Asia and the Meat Traders Association Singapore (MTA), will bring together meat experts from across the region to showcase their craftsmanship in meat carving and presentation. The winner will clinch the title of ASEAN's finest butcher and a grand prize of S\$5,000.

At the return of the [Singapore National Coffee Championship](#), hosted by the Singapore Coffee Association and Speciality Coffee & Tea Asia (SCTA), Singapore's most skilled baristas will compete in four categories – the Singapore National Latte Art Championship, Singapore Cup Tasters Championship, Singapore National Barista Championship, and the Singapore National Brewers Cup. Winners in these contests will represent Singapore at international coffee competitions.

Victor Mah, President of the Singapore Coffee Association, said – “We’re thrilled to be back here at SFDA and work with Montgomery Asia to showcase the region’s coffee-brewing excellence at the highly anticipated SNCC within the SCTA. SCA’s mission has consistently revolved around elevating our coffee industry, and we’re grateful to have a dedicated platform that allows us to nurture and strengthen our passion. I wish all SNCC participants the best!”

Partnership with The Food Bank Singapore

In line with Montgomery Group’s environmental sustainability policy, SFDA and The Food Bank Singapore – Singapore’s first food bank – have once again a special partnership in place to reduce food waste. On the last day of SFDA, exhibitors will be able to donate their excess food, which will be redistributed to member beneficiaries.

Backed by industry-leading partners and sponsors

Supporting this year's edition of SFDA and Food2Go 2023 are a prestigious line-up of partners and sponsors. The Meat Traders' Association Singapore (MTA), Singapore Coffee Association (SCA) and Singapore Food Manufacturers' Association (SFMA) are Strategic Partners of SFDA, and the Singapore Manufacturing Federation (SMF) is the Strategic Partner of Food2Go. Supporting Partners include the Singapore Agro-Food Enterprises Federation (SAFEF), ASEAN Coffee Federation (ACF) along with its 10 country representatives, Asia-Pacific Society for Cellular Agriculture (APAC-SCA), Club Managers' Association of Singapore (CMAS), Association of Catering Professionals of Singapore (ACAPS), Hospitality Purchasing Association Singapore (HPAS), Singapore Retailers Association (SRA), the Food Bank Singapore (FBSG), and many others.