



Foodie Athlete

2023.12.1-3
深圳永新汇



Foodie Athlete
SHEN ZHEN

Foodie Athlete深圳站 - 『今日饮咗未』
2023.12.1-3 | 深圳

CONTENT

01.

关于我们

Our History—Anuga Select China & SIGEP China

02.

场地介绍及规划

Gelato & Coffee For Romantic Lifestyle

03.

活动规划

Exclusive Events For Dolce Life

04.

宣传流量

Voice Of Discovery

05.

参与方案

Unlock A Feast Of Foodie Athlete

Foodie Athlete 深圳站

Foodie Athlete深圳站 - 选址深圳永新汇，与漫调生活剧场相融合，将着力咖啡、冰淇淋及**F&B**品牌，与深圳咖啡、冰淇淋门店集合，融合烘焙、西点、休食、特调等，沉浸式体验甜蜜“饮冰”。

Foodie Athlete Shenzhen is located in Novel Park, Shenzhen, which is integrated with the romantic lifestyle theatre, and will focus on coffee, gelato, and F&B brands, with a collection of Shenzhen's coffee and gelato shops, combining baking, pastry, snacks, and specialties to provide an immersive experience of sweet.



Foodie Athlete



活动时间

Event Dates

2023.12.1 - 3



活动地点

Event Venue



主办单位

Organisers





01.

关于我们

Our History - SIGEP China & Anuga Select China



ANUGA Select China SIGEP China

Anuga Select China是全球最大的食品展**Angua**中国子展，携手欧洲著名**SIGEP Rimini**成立**SIGEP China**共同在中国举办，覆盖整个餐饮酒店、甜品咖啡产业链。

我们承袭意大利与德国的专业，打造中国大湾区专业的食品、烘焙、咖啡、冰淇淋的盛会。

Anuga Select China is the world's largest food exhibition Angua China sub-exhibition. Together with the famous European SIGEP Rimini, SIGEP China was established to jointly hold SIGEP China in China, covering the entire catering, hotel, dessert and coffee industry chain.

Inheriting the expertise of Italy and Germany, we will create a professional food, baking, coffee, and ice cream event in the Greater Bay Area of China.



漫调生活剧场 Romantic Lifestyle



世界南山 World Nanshan

南山区“中国硅谷”核心区、粤港澳大湾区核心，5018亿GDP，位列中国第一区。

Nanshan District "China Silicon Valley" core area, Guangdong, Hong Kong and Macao Bay Area core, 501.8 billion GDP, ranked the first district in China

千亿南油 Hundred Billion Area

全国闻名的服装高端市场，外销产值1000亿+，造就全球服饰产业的财富聚集地

A nationally renowned high-end clothing market with an export output value of 100 billion+, creating a wealth gathering place for the global clothing industry.

中轴之心 Heart of the Central

南油片区比邻深圳前海蛇口自贸区、前海中心、后海中心，坐拥南山中轴之上的中心区位，汇集前海国际金融区与后海总部基地世界500强企业。

Nanyou Area is adjacent to Shenzhen Qianhai Shekou Free Trade Zone, Qianhai Centre and Houhai Centre, and sits at the centre of Nanshan's central axis, bringing together the Qianhai International Financial District and Houhai Headquarters base of the world's top 500 enterprises.





02 .

场地介绍及规划

Gelato & Coffee For Romantic Lifestyle

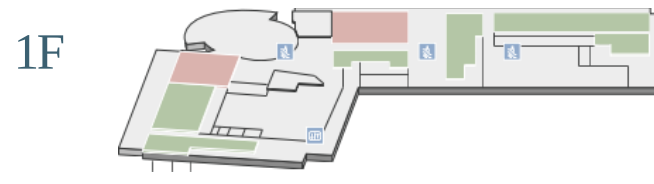
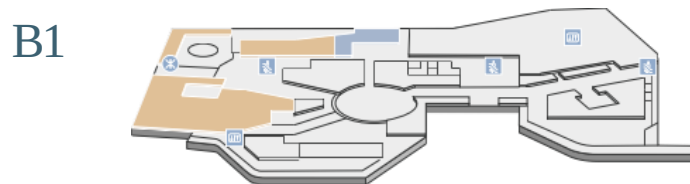
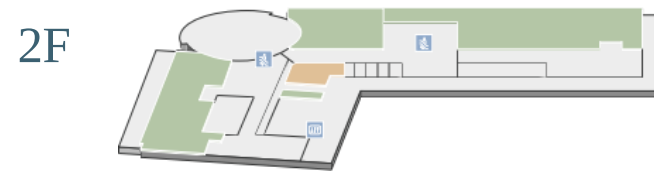
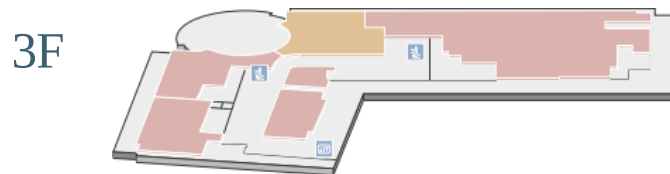


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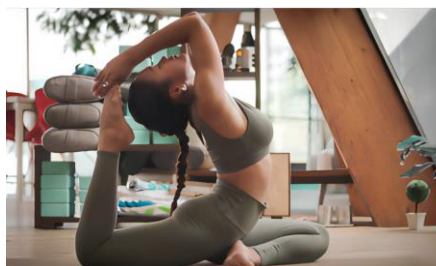
品质生活剧场 Quality Lifestyle

生活方式 | 时尚零售 | 随心阵地
解锁搭配巧思，探寻新潮灵感
用食物治愈味蕾，遇见质感生活
在这里邂逅关于美学生活的N种方式
探索美食灵感地图，充实和温暖每一个日常

Lifestyle | Fashion Retail | On-the-go
Discover a food-inspired map
And enriches and warms your day!



■ 娱乐 Entertainment ■ 餐饮 Dining & Drinks ■ 零售 Retail ■ 体验/配套 Experiences



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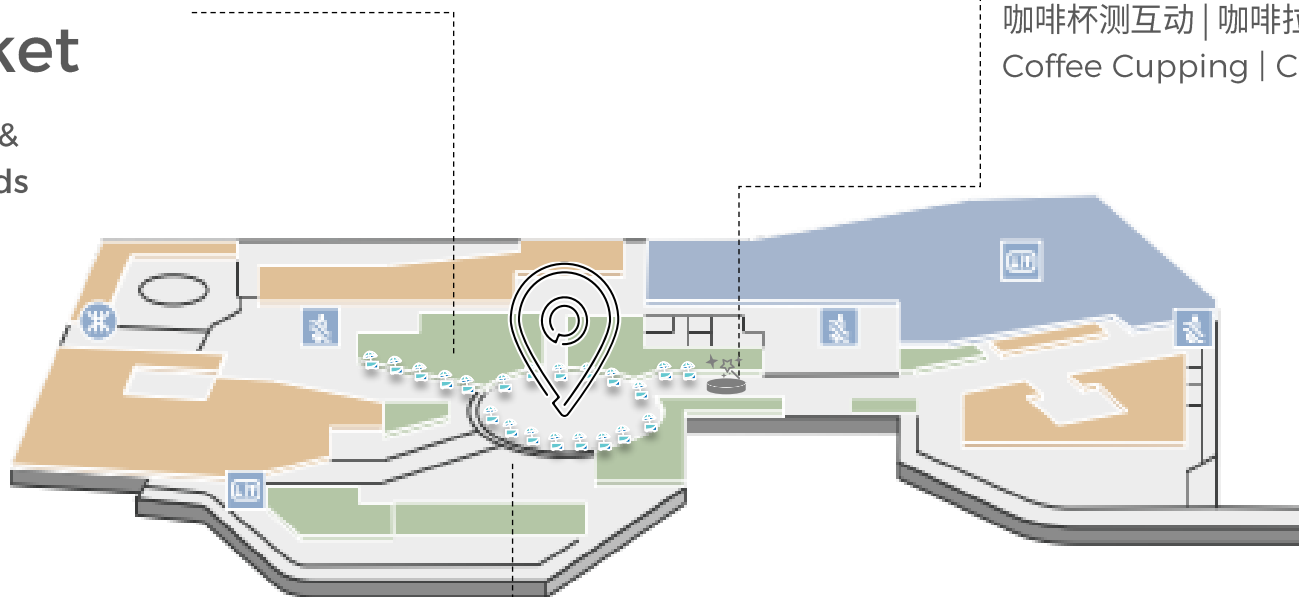


甜蜜市集 Sweet Market

Gelato | Coffee | Wine &
Spirits | Imported Foods

大咖分享舞台 Sharing Session

咖啡杯测互动 | 咖啡拉花秀 | Gelato 星厨秀
Coffee Cupping | Coffee Latte Art | Chef Show



潮人聚集地 Gathering Stop

互动拍照区域 | 咖啡渣环保计划 | 文创礼品区
Photo Corner | Coffee Grounds Environmental Protection | Cultural Corner



03 .

活动规划

Exclusive Events For Dolce Life

甜蜜市集 Dolce Market

30+知名咖啡、冰淇淋品牌及F&B品牌与大湾区咖啡、冰淇淋门店集合，融合烘焙、西点、奶制品、休食、特调等，大型甜蜜聚会。

30+ famous coffee, gelato brands and F&B brands with a collection of coffee and gelato shops in the Greater Bay Area, combining baking, pastry, dairy products, restorative food, speciality food, etc., a large-scale sweet party.





潮人聚集地 Gathering Stop

Foodie X Photo Corner

“希望每一个走进这片空间的人，
都能随意舒畅，可以孩子般的玩闹，欢笑”

主题拍摄区域 | 咖啡工作坊 | 分享沙龙

Photo Corner | Coffee workshops | Summint

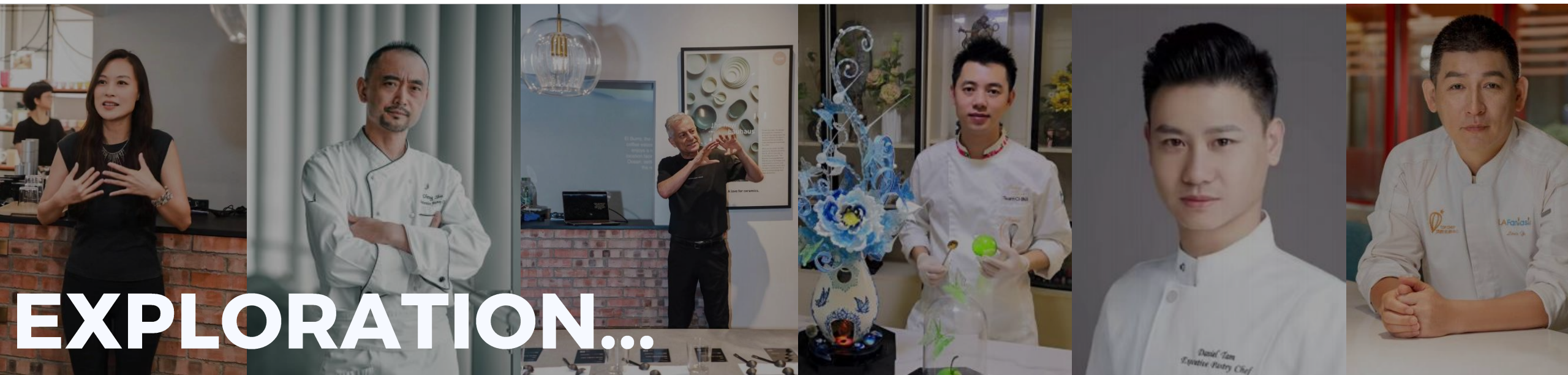


在这里，遇见甜蜜，感受甜蜜

Exploration

来自巴拿马翡翠庄园的瑰夏？大型杯测体验区！让一众咖啡迷有机会品鉴到世界级获奖咖啡豆。
源自SICEP意大利的甜蜜，国内一众名厨，带你体验Gelato的甜蜜风味，让你感受Gelato的魅力！
此外，更特意安排不同的活动、咖啡拉花体验、Gelato体验制作，将甜蜜的灵魂延伸至文艺生活。

Geisha from the Emerald Hacienda in Panama? Large cupping experience area!
A group of famous chefs in China will bring you to experience the sweet flavour of Gelato!
Extend the sweet soul to the literary life.





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咖啡渣 环保计划 1.0 Coffee Grounds 1.0

“ 环保轻出行，轻松饮冰 ”



环保认证贴纸

活动期间观众不主动索取吸管、餐具等，即可在摊位领取认证贴纸

凭贴纸可至服务台领取
咖啡渣花盆



咖啡渣 环保计划 2.0 Coffee Grounds 2.0

One Shot & One More

现场观众购买**one shot** 咖啡渣 **mini** 杯，任意试
饮打卡5家摊位并敲章认证即可至服务台兑换**one**
more 品尝券**1**张，可前往任意摊位进行兑换

*或可直接前往各摊位购买对应产品



打卡指南

How to Record us

小红书 | 微博 | 大众点评 | 微信朋友圈

#参与话题:

#SIGEP China 路演

Anuga Select China 路演

今日饮咗未?

深圳永新汇

发送至少两张现场图片并定位深圳永新汇即可
免费领取One shot试饮杯并参与现场活动

活动后推广追踪

Keep Following

小红书 | 微博 | 大众点评

#活动结束后:

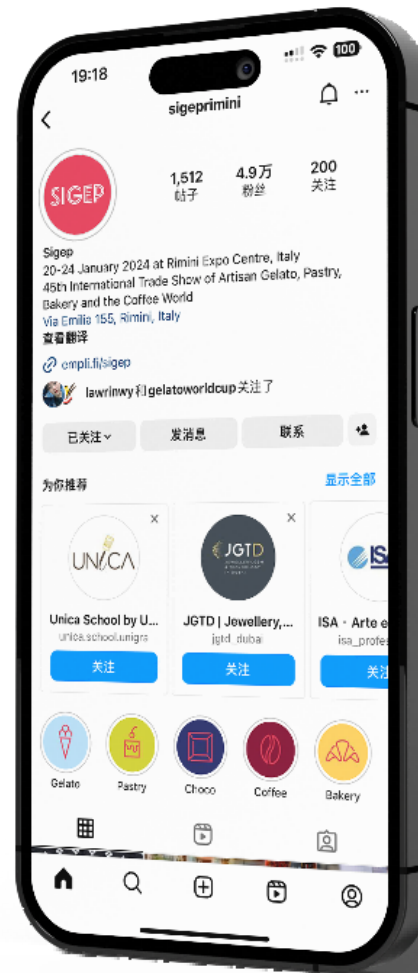
主办方将从

小红书、微博、大众点评各抽取2名

#参与话题的幸运小伙伴赠送神秘礼品!

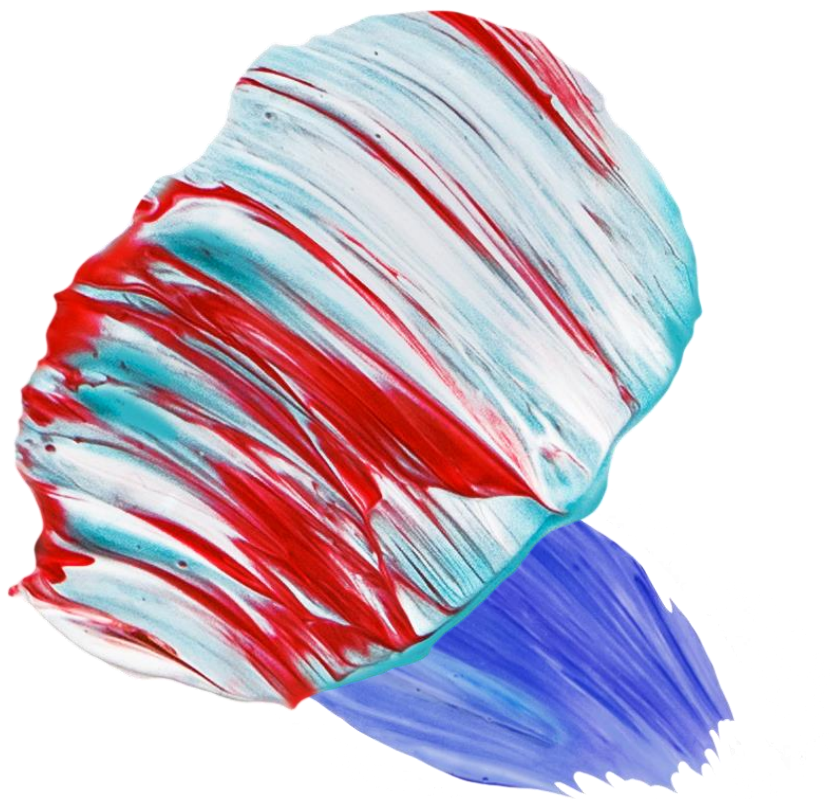
#持续消费力#

持续引流参与活动的品牌方





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04.

宣传流量

Voice Of Discovery

Who is on the path with us?

海外商协会 Overseas Chamber of Commerce

中国意大利商会携手共创绽放甜蜜异彩

官媒、行业媒体、行业大咖

Official Media, Industry Media, industry Experts

深圳商报、Shenzhen Daily、烘焙指南、西点顶厨俱乐部等多方合作，

集结大湾区、持续注入新流量

餐饮KOL

Catering KOL

餐饮KOL分享、转发展会盛况，持续曝光活动最新动态，小红书、抖

音、微博等全平台全覆盖



SIGEP China & Anuga Select China 媒体资源 Media Resources



50+

50+家专业合作媒体

Professional Media Partners

6,070,846

来自129个国家及地区的曝光次数

Exposure from 129 countries and regions

179,182

名来自全球的用户

Users from global

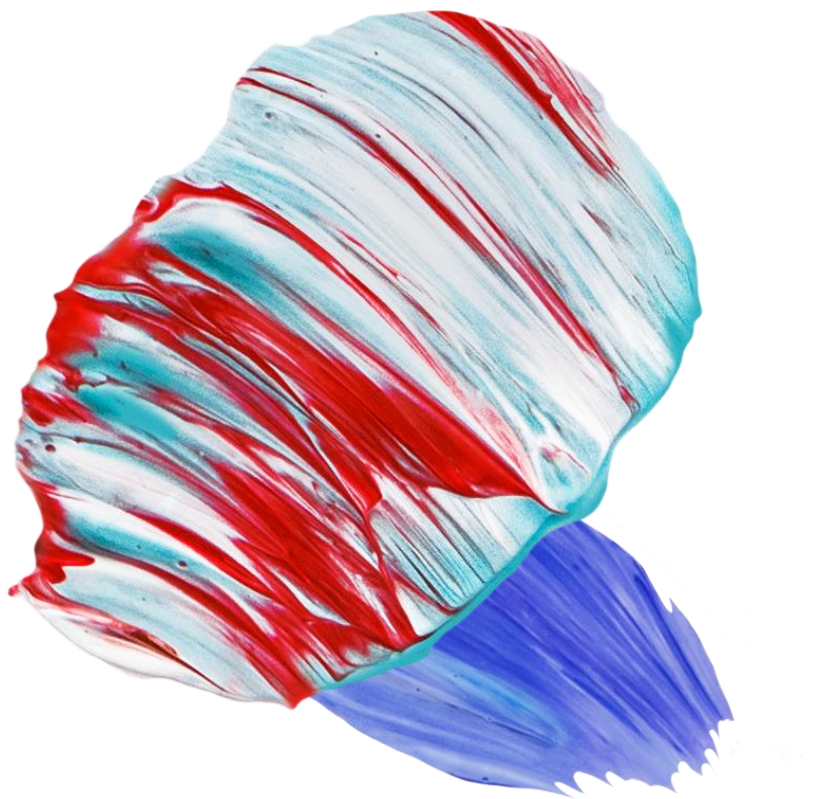
128

个国家及地区访问网站

Access to official websites

合作媒体 Media Partners





05.

参与方案

Unlock A Feast Of Foodie Athlete



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品牌招募 Recruitment Category



冰淇淋及相关

Gelato and related



咖啡及相关

Coffee and related



烈酒品类

Wine & Spirits



食材品类

Food Category





现场展位设置 Booth Configuration

配置 Configuration	6 sqm
印有展台编号和中英文公司名称的楣板 Fascia board with company name	1
印有公司标志的咨询台 Info counter with logo	1
白色椅子 White chairs	2
水桶 Bucket	1
垃圾桶 Bin	1
LED长臂射灯 LED long arm spotlights	4
10KW /220V 插座 10KW /220V Socket	1



Thanks

Vanessa Long

活动、展位咨询

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媒体合作

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