

# FOOD & BEVERAGE AND HOSPITALITY

# 2024

20<sup>th</sup>-22<sup>nd</sup> JUNE  
DEENDAYAL HASTKALA SANKUL | VARANASI, INDIA

## Varanasi

No.1 Tourism Destination of India. Cultural Capital of India's Gastronomy.  
Virgin market with massive growth potential for Food & Beverage and Hospitality business.  
Something is happening here!

COME FIND OUT AT ONE AND ONLY FOOD & HOSPITALITY EXPO IN Varanasi.

Support thousands of hotels, restaurants and F&B businesses  
to meet the demand of 100 million yearly tourists and Banarasi culinary connoisseurs of UP.

organized by

HOUSE  
of  
RAJKARNICAR  
EXHIBITIONS & EVENTS

Kathmandu, Nepal

supported by

**HOTREMAI**  
THE HOTEL & RESTAURANT EQUIPMENT  
MANUFACTURERS ASSOCIATION OF INDIA

**ARCHII**  
Association of Resource Companies  
for the Hospitality Industry of India

India Sales Office :

**CRUZ  
EXPOS**



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## Why Varanasi for Food & Beverages and Hospitality?

1. UP - No.1 tourism destination of India attracting 100 million tourists to UP per year.
2. 58000 and growing hotels, resorts and guest houses.
3. UP - food basket of India.
4. Varanasi, Lucknow: culinary capital of UP.
5. Government invests in up tourism, Steamships - Kanak and Pushpak, Ram Mandir, hotels, airports, highways.
6. Varanasi, the heart of India linking UP, Bihar and MP.

200+ Business Exhibitors

30,000+ Visitors & Consumers

### Exhibits Profile

- Dairy Products: Milk, Paneer, Cheese, Ice Creams
- Meat, Poultry and Fish Products
- Processed Foods: Pickles, Snacks and Biscuits
- Hard Liquors, Wines, Beers
- Non-alcoholic Beverages: Juices, Carbonated /Non-carbonated Drinks, Coffee, Tea
- Spices and Food Ingredients & Preservatives
- Hospitality Software
- Grains
- Nuts, Fruits and Vegetables
- Frozen Foods
- Bakery & Confectionary Products and Equipment
- Organic and Health Food Products
- Kitchen Utensils and Equipments
- Kitchenware: Crockery/Cutlery/ Chaffing Dishes
- Food Processing, Packaging
- Poultry Farm Equipments and Supplies
- Restaurant and Hotel Furniture
- Restaurant and Hotel Lightening & Decor
- Restaurant and Hotel Upholstery, Furnishings, Linen
- Restaurant and Hotel Uniforms
- Hotel Room Toiletries
- Laundry and House Keeping
- Refrigerating Cabins and Show-cases
- Culinary and Hospitality Education institutions
- Food and Packaging Products

### Visitors Profile

- Food Packaging Machinery Companies
- Food Processing Machinery Companies
- Grocery Store Owners and Managers
- Hotel and Restaurant Architects
- Hotel and Restaurant Interior Designers
- Super-markets Owners and Managers
- Snacks and Food Manufacturers
- Farmers
- Bakers
- Caterers
- Cafe Owners and Managers
- Chefs
- Bartenders
- Trekking Agencies
- Tent Houses
- Liquor Retailers
- Hoteliers
- Restaurant Owners and Managers
- Clubs and Bar/Pub Owners and Managers
- Party-palace Owners and Managers
- Canteen Operators: Schools, Colleges
- Institutional Canteen: Hospitals
- Bakery Owners and Managers

### Visitor Promotion

A robust visitor marketing/ advertising/promotions program include print media advertisements, massive social media campaign, website and Facebook banners electronic media which includes TV, cable TV, outdoor media hoarding boards, email, SMS campaigns hard copy invitations deliveries in Varanasi and pan India.

India Sales Office :



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