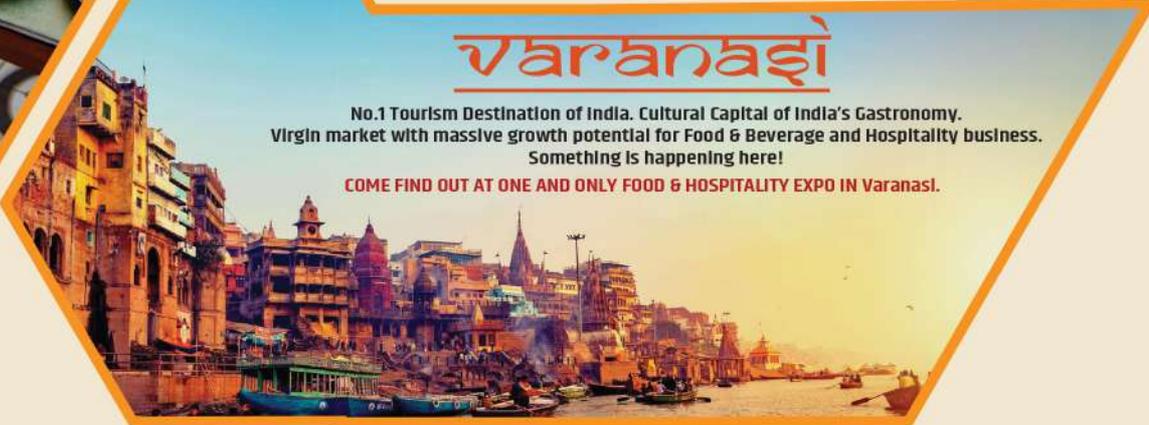


ONE & ONLY B2B INTERNATIONAL EXHIBITION ON FOOD, BEVERAGE, BAKERY AND HOSPITALITY IN VARANASI, INDIA



FOOD & BEVERAGE AND HOSPITALITY 2026



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.

SEPTEMBER 4 5 6 2026

DEENDAYAL HASTAKALA SANKUL, VARANASI, INDIA

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Email: info@fbhnepal.com | Website: fbhnepal.com/page/fbh2026-varanasi

co-organized by



in association with



FBH Ambassador



WHY VARANASI?

1. UP and Varanasi's huge hospitality market driven by rocket growth in domestic and international tourism. Almost 100 million tourists annually to make UP the No. 1 tourist destination in India.
2. UP can boast of over 58,000 hotels and other accommodations as per CEIC data
3. UP is the largest producer of food grain in India.
4. Varanasi is the origin and heart of India's culinary arts, a gastronomic tradition still alive and kicking in Varanasi, Lucknow and other cultural destinations of UP
5. Varanasi – ties in the states that are at the heart and center of India – Uttar Pradesh, Bihar and Madhya Pradesh. Equi-distance between Lucknow, Patna, Godh Gaya, it ties in the major tourism destinations of mid-India such as Sarnath, Agra, Ayodhya, Khajurao.
6. Unprecedented state and central government investment in tourism infrastructure in UP such as Luxury steamships, Ram Mandir and mushrooming new private sector hotels.
7. UP is the second largest state economy after Maharashtra in India.

ABOUT FOOD & BEVERAGE AND HOSPITALITY AT VARANASI

**PRIMARILY A
B2B EXHIBITION**

**OVER 60,000
SQ FT AREA**

**15+
COUNTRIES**

**800+
BRANDS**

**18000+
VISITORS**

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2025 is focused exclusively on food, beverage & hospitality, the one and only of its kind in Varanasi and Uttar Pradesh in recognition of the tremendous growth in the sector. Varanasi and UP has taken all other destinations in India on the combined number of domestic and foreign tourists.

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi 2025 will hosts about 250 exhibitors, features 7 interactive live events. And of course, numerous sample tasting counters during the Exhibition to involve and engage the industry buyers and visitors.

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi expects to attract more than 18,000 visitors The event is primarily a business-to-business event, Visitors will be able to check the exhibitors' list and directly pre-book appointments with the exhibitors for the duration of the exhibition.

The Food & Beverage and Hospitality Exhibition (FBH) Varanasi clearly defines and demonstrates the power of live marketing. A TV, FM commercial or Social Media cannot do what an exhibition can do. What an exhibition can do, a print or bill-board ad cannot do. The Exhibition is a rare event that gives you far more possibilities that even a door-to door sales cannot offer.



Your Agenda at FBH Varanasi 2025?

- Show-case your brands among the industry leaders and decision makers.
- Network & develop new relations, clinch new business.
- Consolidate relations with buyers and distribution channels.
- An opportunity to make a lasting impact and stay ahead of your competitors.

EXHIBITORS PROFILE

- Hospitality Software
- Grains
- Nuts, Fruits and Vegetables
- Dairy Products: Milk, Paneer, Cheese, Ice Creams
- Meat, Poultry and Fish Products
- Processed Foods: Pickles, Snacks and Biscuits
- Frozen Foods
- Hard Liquors, Wines, Beers
- Non-alcoholic Beverages: Juices, Carbonated / Non-carbonated Drinks, Coffee, Tea
- Spices and Food Ingredients & Preservatives
- Organic and Health Food Products
- Bakery & Confectionary Products and Equipment
- Kitchen Utensils and Equipments
- Kitchenware: Crockery/Cutlery/Chaffing Dishes
- Food Processing, Packaging Machinery
- 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

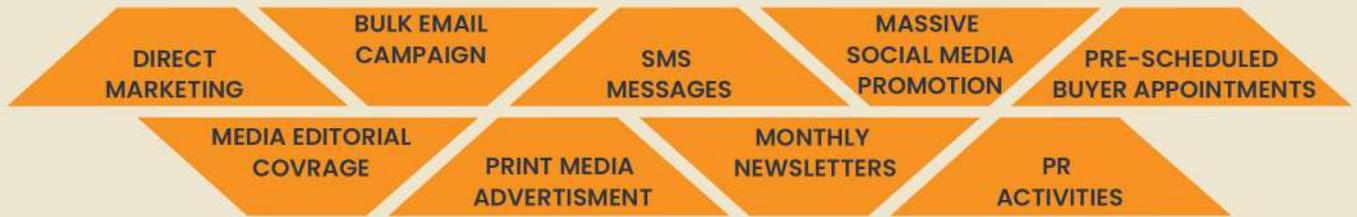
VISITORS PROFILE

(INDUSTRY BUYERS AND DECISION MAKERS)

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



VISITOR PROMOTION STRATEGY AND CAMPAIGN



- **Massive Social Media Promotion:** Facebook, LinkedIn, Instagram ad boosts, social media influencer, and digital banners in Google, major news e-portals and relevant websites.
- **Print Media Advertisements:** Major daily news media and food & beverage and hospitality magazines.
- **Media Editorial Coverage:** Press releases, press conferences and media interviews in major print and digital news media.

SCOOPS AND SHOTS FROM THE PAST EXPOS



organized by

HOUSE
of
RAJKARNICAR
EXHIBITIONS & EVENTS

House of Rajkarnicar has pioneered the concept of trade exhibition, conference and event management in Nepal since 1991. After starting with Himalayan Expo in 1991, House of Rajkarnicar has gone on to organize numerous exhibitions, events and conferences in Nepal, India, Thailand, Singapore and Italy, some of which are its own while others are managed for clients. As of today, House of Rajkarnicar has organized and successfully executed more than 150 exhibitions, conferences and events.

Armed with 33 years of experience, a real understanding of the Nepalese business environment and an insider network of contacts within the local business community and media. House of Rajkarnicar has been successfully operating Food & Beverage and Hospitality which is the biggest and the only one of its kind in Nepal for ten years. Once again, Food & Drinks and Hospitality Varanasi, 2025 is in very promising hands.