

# SUCCESS STORIES @ Singapore EXPO



## BEER YARD @ FHA 2023, BY SINGAPORE EXPO 25 - 28 April 2023

Singapore's largest gathering of leading F&B manufacturers and emerging brands on a single platform, FHA - Food & Beverage (FHA-FnB), returned in 2023 with a dedicated outdoor beer and networking zone, Beer Yard @ FHA. A special highlight in 2023, this was the first time that FHA had created an additional networking space in the venue's outdoor atriums, taking their delegate and visitor experience to the next level.

Jointly organised with Singapore EXPO, Beer Yard @ FHA featured daily live music, pop-up food trucks, nostalgic games and a unique selection of 10 premium craft beers from local taprooms. The 4-day event was well received by delegates and the thematic set-up provided a unique environment for exhibitors to showcase their products. Following its success, Beer Yard paved the way for more refreshing and unique trade event experiences.

A collage of several photographs showing the Beer Yard area at the FHA 2023 exhibition. It includes a view of the bar counter, a large stylized "Beer Yard" sign, and people sitting at tables with food and drink. There are also images of food trucks and a general view of the event space.

"Beer Yard @ FHA was a joint collaboration between Singapore EXPO and FHA-FnB. It provided additional value to all our attendees, by offering them an alternative networking space beyond the traditional meeting room. Nothing is better than connecting with each other over cold beer!"

- Janice Lee, Event Director of Hospitality, Food & Beverage - Singapore, Informa Markets in Asia

## Key Event Components

Over 1,000 In-person attendees/delegates

11 Food Trucks

4 Corporate Bookings Post-Show

Sustainable Beer Options and Tumbler

10 Premium Craft Beers

Daily Performance & Thematic Set-up