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Philippines

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2011 US Fine Food Show

Report Categories:

CSSF Activity Report

Approved By:

Philip Shull

Prepared By:

Joycelyn Claridades and Bill Verzani

Report Highlights:

The 2011 U.S. Fine Food Show in Cebu provided FAS, five industry trade groups and 17 local importers an opportunity to showcase the quality and availability of U.S. Food and Beverage (F&B) products. The show successfully reached the target audience of hotels, restaurants, supermarkets, convenience stores, catering services and food manufacturers in this rapidly developing region of the country. The highlights of this well-attended 2-day show included culinary demonstrations featuring international and local celebrity chefs, one-on-one business meetings, a hotel menu food promotion and a trade networking reception. As the Philippines is the largest market in Southeast Asia and one of the fastest growing in the world for U.S. F&B products (with 2011 exports through September up 24 percent over 2010 levels), the successful conclusion of this event bodes well for the future. Participants estimate \$300,000 in 12-month sales stemming from this show.

Name of Activity: US Fine Food Show
Date: June 29-30, 2011
Venue: Marco Polo Plaza Cebu
City/Country: Cebu City, Philippines
Activity Code: 404001

I. Market Description:

The Philippines is the largest market in Southeast Asia and one of the fastest growing in the world for U.S. food and beverage (F&B) products. In 2010, U.S. F&B exports sales to the Philippines were up 42 percent over 2009 levels and through September 2011, are up 24 percent over 2010 levels. The top U.S. exports in the F&B category include dairy products, meat and poultry, processed fruits and vegetables, and snack foods. By the end of 2011, FAS Manila expects U.S. F&B export sales to the Philippines to reach \$700 million.

II. Opportunity:

As the Philippines economy continues to develop, FAS has recognized multiple high potential market opportunities outside of Metro Manila. The city of Cebu in particular, is an emerging secondary market for U.S. F&B products, as well as the next trade, commercial and industrial growth center in the Philippines. As such, Cebu was chosen as the ideal location for the 2011 U.S. Fine Food Show.

The 2011 U.S. Fine Food Show in Cebu provided an opportunity to showcase the quality and availability of U.S. agricultural products to the various hotels, restaurants, supermarkets, convenience stores, catering services and food manufacturers in this rapidly developing region of the country. Through coordination with Regional Cooperators, importers and distributors, various U.S. food products were put on display and promoted. Along with the table top displays, multiple cooking demonstrations, product sampling and one-on-one business meetings were conducted with trade guests to further demonstrate the applications of U.S. F&B products.

III. Description of Activities

Agricultural Attaché William Verzani formally opened the FAS Manila organized 2011 U.S. Fine Food Show at the Marco Polo Plaza in Cebu City. The showcase/exhibit occupied a 22 table-top space that included 17 companies and 5 industry trade groups. Featured products included U.S. beef, poultry, seafood, beverages, wines, cheese, dried fruits, nuts, baking and confectionary ingredients, convenience foods and other gourmet products. FAS Manila partnered with Regional Cooperators to conduct culinary demonstrations and seminars simultaneously with the showcase/exhibit in order to highlight the application and high quality of U.S. F&B products.



June 29 The U.S. Fine Food Show was formally opened at 8:30am and the showcase exhibit was open from 9am until 5pm. Simultaneously, culinary demonstrations sponsored by the U.S. Dry Pea and Lentils Council, the U.S. Dry Bean Council and the U.S. Potato Board were conducted. Local celebrity chefs facilitated the cooking demonstrations and a Trade Networking Reception followed at 6:00pm. In attendance at the day's events and evening reception included F&B managers of various hotels, food service companies, industry trade groups and local companies.

June 30 The showcase exhibit was open from 9am until 5pm. At the same time as the exhibit, an additional culinary demonstration was conducted by the U.S. Meat Export Federation and the Raisin Administrative Committee. International celebrity Chef Emmanuel Stroobant (a.k.a. "the Chef in Black") was featured in this day-long culinary demonstration activity.

The excitement generated by the culinary demonstrations and table-top showcases helped in drawing around 450 people to visit the two day event. Exhibitors projected 12-month sales resulting from the show at \$300,000.

VI. Comments

Feedback from the exhibitors was excellent but several would have preferred to have the food show held at a bigger venue, particularly for the showcase exhibits. It was perceived that this would have resulted in more sales and/or increased awareness by having more people at the event. The trade industry groups and local companies expressed strong interest in continuing to support and participate in this type of promotional activity with FAS Manila.

Additionally, as venue and table space rentals were waived by FAS, Philippine importers and distributors expressed gratitude for the event as they benefited from added exposure at less or no cost compared to if done on their own.

The Marco Polo Plaza, Cebu is one of the premier hotels in the Cebu and located at the center of the city. It is an excellent public venue to conduct an activity targeting affluent hotel and food service industries.

Below are some snapshots taken during the event including the print ad:

OPENING CEREMONY:



FAS Agricultural Attaché Bill Verzani giving his opening remarks



Marco Polo Cebu General Manager Mr. Hans Hauri welcomes FAS Manila, Cooperators, importers & guests.



Guests from trade and industry groups gather for the opening ceremony.

TABLE -TOP SHOW:



Trade guests visit the exhibits

COOKING DEMONSTRATIONS:



U.S. Dry Bean Council Representative Ms. Dee Richmond hosting the cooking demonstration activity.



Cooking Demonstration sponsored by the U.S. Dry Bean Council featuring Celebrity Chef Ojie Reloj



Cooking Demonstration sponsored by the U.S. Potato Board featuring Celebrity Chef Myrna Segismundo



Cooking Demonstration sponsored by the U.S. Meat Export Federation and Raisin Administrative Committee featuring International Celebrity 'Chef in Black' Emmanuel Stroobant



Participants observe the action during both days of the culinary demonstrations

TRADE COCKTAIL RECEPTION:



Agricultural Attaché with guests
from the industry trade groups
(USMEF, RAC)



Chef Stroobant with guests from
the hotel industry



Trade group guests

Newspaper Announcement:

U.S. Fine Food Show - June 29 & 30, 2011

Marco Polo Plaza, Cebu
Cebu Veterans Drive, Nivel Hills, Apas, Cebu City

United States Department of Agriculture
Foreign Agricultural Service
Embassy of the United States of America



Savor a Taste of



COME... SEE... EXPERIENCE!!! AMERICA!

- ✓ Live Cooking Demonstrations and Seminars
- ✓ U.S. Food Product Exhibits
- ✓ All-Day Food and Product Sampling
- ✓ Trade Business Meetings



Featured Celebrity Chefs:

- Chef Ojie Reloj
- Chef Myrna Segismundo



For more information on the schedule of activities, please send your request together with your full contact information and brief company background to Agmanila@fas.usda.gov or call us at (02) 894-5379

The U.S. Food Showcase is organized by the U.S. Department of Agriculture, Embassy of the United States of America and the following U.S. industry trade groups: Raisin Administrative Committee, USA Poultry and Egg Export Council, U.S. Potato Board, U.S. Meat Export Federation, US Dry Bean Council and the US Dry Pea and Lentil

