

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Romania

Post: Bucharest

American Beef and Wine - Tasting Event

Report Categories:

Export Accomplishments - Events

Approved By:

Hoa van Huynh

Prepared By:

Ioana Stoenescu

Report Highlights:

U.S. Food and Wine Tasting event – Sept 2011

General Information:

On September 27, 2011, AgBucharest organized in cooperation with California Wine Institute, U.S. Meat Export Federation and Romanian importers, an event with cooking sessions and wine presentation, introducing over 150 target participants to U.S. good-quality products. In addition to beef and wine suppliers, the local distributor of a Bourbon whiskey company based in Kentucky participated and exhibited its products, as they learned about our event prior to its organization and expressed interest to attend.

The invitees had the opportunity to assist to a cooking lesson and listen to experts describing the advantages of using high-quality products, processing means and utilizations. In the end, guests had the opportunity to taste delicious U.S. dishes made with premium U.S. products.

Participants in the promotional event were local importers, distributors, processors, retailers, hotels and restaurants managers. The promotion was hosted by the U.S. Ambassador at his residence. The event was widely attended by media representatives, including media specialized on food and hospitality services, thus the event received an exceptional coverage.

By organizing this event, we aimed to consolidate the results obtained through the Wine tasting event organized in June 2010 and follow up on these marketing efforts. Our main goal is to increase visibility of U.S. products on local market by providing relevant information to the business owners and final consumers. Based on the success of this event and the high interest expressed by the local companies for the featured products, AgBucharest forecasts a boost in exports of beef, wine and Bourbon whiskey of approximately \$300,000 during the next 12 months.