

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Guangzhou

American Craft Beer Received Major Sales Push in South China through ATO Guangzhou's Promotion

Report Categories:

Market Development Reports

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Report Highlights:

General Information:

On March 17, St. Patrick's Day, ATO Guangzhou and Brewers Association, U.S.A, jointly hosted an American Craft Beer media seminar and consumer promotional event at the China Marriott Hotel. Approximately 50 attendees including traders, retailers, hotel food and beverage directors, and media outlets attended the press seminar event. During the event, attendees learned about the Irish American experience and cultural aspects of beer drinking by U.S. Consulate's American staff. This presentation was followed by the Brewers Association's presentation focusing on four styles of American craft beer: Ale, IPA, Stout/Porter, and Lager. Significant interest in American craft beer was generated with an online quiz the U.S. Consulate Guangzhou's Public Affairs Section who assisted the ATO promoting consumption of U.S. craft beer and Irish American culture to an influential group of media and traders in South China. The quiz was posted on Sina Micro-blog two weeks prior to the event as a marketing tool to generate excitement for the consumer promotion portion of the event. The American Chamber of Commerce South China and the China Hotel also co-hosted the event drawing a crowd of over 200 guests which consumed 889 bottles (or 148 six-packs) of beer valued at \$4,600.

However, ATO Guangzhou did not stop at promoting U.S. craft beer on St. Patrick's Day. ATO Guangzhou introduced U.S. craft beers at a hardwood and soft wood industry reception at China Marriott Hotel on March 29. About 110 bottles (or 18 six-packs) were consumed in total. Finally, during a U.S. hides industry reception 30 more U.S. craft beers were purchased. Westin Hotel Guangzhou is now interested in carrying U.S. craft beer and ATO Guangzhou will be preparing a joint promotion in the summer months. The local U.S. craft beer distributors realized South China has tremendous potential. ATO Guangzhou and local traders are planning to conduct more promotions in collaboration in Guangzhou and Shenzhen.