

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Taiwan

**Post:** Taipei ATO

### **Asian Chefs Highlight U.S. Ingredients at GBI Chef Competition**

**Report Categories:**

Agricultural Trade Office Activities

Export Promotion Programs

Food Service - Hotel Restaurant Institutional

Market Promotion/Competition

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**Report Highlights:**

On June 27, 2013, the inaugural United Tastes of America - Asian Chef Challenge at the Taipei International Food Show's USA Pavilion successfully drew a crowd of over 300 potential buyers, producers and media representatives. Throughout the final competition, chefs from Hong Kong, Shanghai, Taipei and Tokyo created 16 diversified dishes highlighting the use of over 20 different U.S. ingredients. Not only did the competition highlight the use of U.S. ingredients, but it created a buzz around various media outlets resulting in several newspaper articles and TV reports. It is estimated all of the reports reached several million consumers throughout Taiwan.

## Background



*The competition received sponsorship from 16 Cooperators and support from ATO Hong Kong, Shanghai, Taipei and Tokyo. The winning team will be awarded round-trip air tickets from Delta Airlines to attend the Worlds of Flavor International Conference & Festival in the U.S., which is organized by The Culinary Institute of America.*

The U.S. Meat Export Federation (USMEF) used the U.S. Department of Agriculture's (USDA) Market Access Program (MAP)/Global and Broad-based Initiative (GBI) to conduct an Asian regional chef competition targeting four key markets: Taiwan, Hong Kong, Japan and China. The project promoted a broad range of U.S. agricultural products among the food service sectors and consumers in these markets. The project received strong support from the Agricultural Trade Offices in Taipei, Hong Kong, Tokyo, and Shanghai, and was also co-sponsored by many U.S. agricultural producer associations. Special thanks to: the Alaska Seafood Marketing Institute, the California Agricultural Export Council, the California Fig Advisory Board, the California Milk Advisory Board, the California Walnut Commission, the California Raisin Administrative Committee, the Ginseng Board of Wisconsin, the Idaho Potato Commission, Sunkist Growers, Inc., the USA Poultry & Egg Export Council, the U.S. Dairy Export Council, the U.S. High-bush Blueberry Council, the USA Rice Federation, the Pear Bureau Northwest, and the Cranberry Marketing Committee.

## Summary



*Chefs from Shanghai, Hong Kong, Taipei and Tokyo (Left to Right) competed for Asia's Top Chef Title at USA Pavilion's Kitchen.*

The regional chef competition, which was co-sponsored by numerous U.S. agricultural producer groups, attracted many culinary talents from Shanghai, Tokyo, Hong Kong and Taipei in order to compete for Asia's Top Chef title. Throughout the final competition, chefs had to utilize 20 high-quality U.S. ingredients to create appetizers, soups, main dishes and dessert courses. Even though all the chefs created spectacular dishes, the Hong Kong chefs managed the ingredients with adept execution and won the championship.



*Taipei's Bite 2 Eat Won Best Dessert*

up with our mousse recipe.”

The Best Main Course was unanimously awarded to Tokyo's Kenzo Estate Winery. Chefs Yonezawa Fumio and Mariko Kuramoto utilized U.S. figs to create a unique, yet tasty sauce that was slightly glazed over U.S. beef.

Chef Edward Lee, representing Bite 2 Eat, won Best Dessert. According to Lee, “The biggest challenge was how to decide on only one dish since there were so many different ingredients.” Lee added, “After several trials, we found pairing Californian Golden Raisins and Sunkist oranges made the dessert refreshing, crisp and fruity so that was how we came

In addition to building a strong presence for the U.S. agricultural products in the foodservice industry, the chef competition also cultivated long-term relationships between chefs and agricultural producer organizations. The competition also received significant pre-coverage (please read our [TW13015](#) GAIN report for more information).

### **List of Mandatory Ingredients**

Alaskan salmon, Alaskan Pacific cod, U.S. Cornish game hen, U.S. pork bone-in loin, U.S. Prime strip-loin beef, U.S. Parmesan cheese, California Mozzarella, California Golden Raisins, California dried figs, California broccoli, California iceberg lettuce, U.S. sweet rice, U.S. medium grain rice, California walnuts, Sunkist oranges, Sunkist lemons, U.S. fresh blueberries, Wisconsin ginseng roots, Idaho's dehydrated mashed potatoes, and U.S. dried cranberries

### **Other Common Ingredients of U.S. Origin**

California celery, California onions, U.S. pears, U.S. potatoes, U.S. barley flakes, Idaho tortilla wraps, U.S. butter, U.S. milk, U.S. cooking wine, California olive oil, Tabasco sauce, RealSalt, McCormick's assorted dried herbs & spices

### **Opening with the Cooking Demo by The Culinary Institute of America**



*AIT Director Marut (left) joined Chef Kronmark from The Culinary Institute of America to cook U.S. pork loin Santa Fe Style.*

Director Christopher Marut of the American Institute (AIT) in Taiwan gave the opening remarks and then joined Chef Lars Kronmark from The Culinary Institute of America to perform a cooking demonstration on U.S. Pork Loin Chop Santa Fe Style. The opening kicked off the grand finale of the regional chef competition at USA Pavilion's Kitchen. Including the previous media reports, the competition helped teach millions of Taiwan consumers about the wonderful use of U.S. ingredients.

**List of Awards and Menus**

	<b><u>Hong Kong</u></b>	<b><u>Tokyo</u></b>	<b><u>Taipei</u></b>	<b><u>Shanghai</u></b>
<b><u>Restaurant</u></b>	Jockey Club Derby Restaurant	Kenzo Estate Winery	Bite 2 Eat	Le Domaine du Lac
<b><u>Chefs</u></b>	Eyck Zimmer Yiu Sing Lau	Yonezawa Fumio Mariko Kuramoto	Edward Lee Ethan Lin	Yi-Lin Pan Xiao-Hwa Lee
<b><u>Award</u></b>	Grand Champion Best Appetizer	First Runner-up Best Soup Best Main Course	Second Runner-up Best Dessert	Third Runner-up
<b><u>Appetizer</u></b>	Wisconsin Ginseng-Cured Alaska Salmon  Smoked Alaska Pacific Cod with Brandade, Red Bell Pepper Syrup	Slow-Poached Alaska Salmon with Sunkist Orange and Lemon Puree  Nuts and Dried Fruit U.S. Rice Salad	Seared U.S. Prime Beef Strip-loin Carpaccio Mozzarella Roll served with Tomato Salsa and Shredded California Lettuce with Sunkist Lemon Coriander & Garlic Sauce	Steamed Alaska Salmon & Crisp Alaska Pacific Cod
<b><u>Soup</u></b>	Mushroom Velouté  U.S. Cornish Game Hen Confit with Pickled California Golden Raisin	Chilled Green Gazpacho with Clear Tomato Granité	Cream Idaho Potato with Wisconsin Ginseng Root, Medium Grain Rice & Sweet Rice Soup with Pan Fried Alaska Pacific Cod, Poached Eggs, Fried Shredded U.S. Potato	Wisconsin Ginseng Rice Soup
<b><u>Main Course</u></b>	Roasted U.S. Prime Strip Loin with Red Wine Sauce  Bay Leaf Scented Shallot, California Broccoli, Carrot Puree  Parmesan Gratinated Potato with Minced Beef & Pork	Roasted U.S. Prime Beef Strip Loin with Pepper, California Fig Jam and Fried  U.S. Pork with Tonkatsa-style Mushroom	Slow Braised U.S. Pork Bone-in Loin, Idaho Dehydrated Mashed Potatoes with U.S. Parmesan Cheese, Stir-fried California Broccoli, Red and Yellow Pepper and Mushroom, Grilled Onion, California Dried Fig with Red Wine Sauce	Seared U.S. Prime Strip Loin Beef & Pork Cheese Roll
<b><u>Dessert</u></b>	U.S. Pear and Dried Fruit Cake  Sticky Rice Mousse with Blueberry Compote	Ginger Flavored Chocolate Crepes with Salted California Walnut  Wisconsin Ginseng, Vanilla and Sugar Dip	Sunkist Orange Mousse, California Golden Raisin, U.S. Dried Cranberries with California Walnut Mousse, Tuiles, Cranberry & Cheery Chocolate Jelly, Crumble, U.S. Fresh Blueberry	Chocolate Mousse with Stewed U.S. Fruit

**List of Winning Dishes**

Best Appetizer - Hong Kong  
Wisconsin Ginseng-Cured Alaska Salmon, Smoked Alaska Pacific Cod with Brandade, Red Bell Pepper Syrup



**Best Soup - Tokyo**  
**Chilled Green Gazpacho with Clear Tomato Granité**



**Best Main Course - Tokyo**  
**Roasted U.S. Prime Beef Strip-loin with Pepper, California Fig Jam and Fried U.S. Pork with Tonkatsa-style Mushroom**



**Best Dessert - Taipei**  
**Sunkist Orange Mousse, California Golden Raisin, U.S. Dried Cranberries with California Walnut Mousse, Tuiles, Cranberry & Cherry Chocolate Jelly, Crumble, U.S. Fresh Blueberry**



## List of Media Coverage

<u>Date</u>	<u>Media</u>	<u>Source/Summary</u>
6/26/2013	NP	Economy Daily: <i>Food Taipei attracted over 1,557 exhibitors, including int'l exhibitors, such as those accommodated by USA Pavilion. United Tastes of America - Asian Chef Challenge takes place on June 27</i>
6/26/2013	NP	Economy Daily: <i>United Tastes of America - Asian Chef Challenge takes place on June 27</i>
6/27/2013	TV	GTV 18:00 news (93 secs) <i>HK chefs win United Tastes of America - Asian Chef Challenge</i> <a href="http://www.youtube.com/watch?v=B42mBsQltXQ">http://www.youtube.com/watch?v=B42mBsQltXQ</a>
6/27/2013	NP	Youth Times <i>United Tastes of America - Asian Chef Challenge takes place on June 27</i>
6/27/2013	On-line	Apple Daily: <i>Taipei chefs win 2<sup>nd</sup> runner-up at United Tastes of America - Asian Chef Challenge</i> <a href="http://goo.gl/iY9gd">http://goo.gl/iY9gd</a>
6/27/2013	On-line	Apple Daily: <i>AIT Director Marut cooks U.S. pork loin to kick off chef competition</i> <a href="http://goo.gl/lnB4J">http://goo.gl/lnB4J</a>
6/27/2013	On-line	China Times: <i>AIT Director picks U.S. pork to show his culinary skills</i> <a href="http://goo.gl/ssGAR">http://goo.gl/ssGAR</a>
6/27/2013	On-line	Sina News: <i>AIT Director cooks U.S. pork loin, showing his culinary skills</i> <a href="http://www.cna.com.tw/News/aIPL/201306270185-1.aspx">http://www.cna.com.tw/News/aIPL/201306270185-1.aspx</a>
6/27/2013	On-line	CNA: <i>AIT Director cooks U.S. pork loin, showing his culinary skills</i> <a href="http://www.cna.com.tw/News/aIPL/201306270185-1.aspx">http://www.cna.com.tw/News/aIPL/201306270185-1.aspx</a>
6/27/2013	On-line	UDN: <i>AIT Director cooks U.S. pork loin, showing his culinary skills</i> <a href="http://www.youtube.com/watch?v=4oT-zwaRuOw">http://www.youtube.com/watch?v=4oT-zwaRuOw</a>
6/27/2013	On-line	Focus Taiwan: <i>AIT head shows off culinary skills at food show</i> <a href="http://focustaiwan.tw/news/aeco/201306270033.aspx">http://focustaiwan.tw/news/aeco/201306270033.aspx</a>

6/28/2013	NP	Commons Daily: <i>Food Taipei attracted over 60,000 visitors. Highlight programs include the first-ever regional chef competition at USA Pavilion's kitchen.</i>
6/28/2013	NP	Liberty Times: <i>AIT Director Marut promotes Great American Food</i>
6/28/2013	NP	Metrotimes: <i>AIT Director Marut shows off his culinary skills to promote Great American Food</i>
6/28/2013	NP	United Daily: <i>Taipei team won 2<sup>nd</sup> runner-up at United Tastes of America - Asian Chef Challenge</i>
6/28/2013	NP	China Post: <i>AIT head shows off culinary skills at food show</i>
6/30/2013	NP	TSSD News: <i>Food Taipei attracted over 60,000 visitors. Highlight programs include the first-ever regional chef competition</i>
7/8/2013	NP	TAIPEI TIMES <i>Ready, steady, cook</i> <i>Asian chefs had a chance to demonstrate their mastery of Western fine dining at Taipei Food last week in an event promoting US produce</i> <a href="http://www.taipeitimes.com/News/feat/archives/2013/07/08/2003566593">http://www.taipeitimes.com/News/feat/archives/2013/07/08/2003566593</a>
7/17/2013	On-line	Tudou (Chinese media) <a href="http://zone.tudou.com/asian-cuisine">http://zone.tudou.com/asian-cuisine</a>