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Chefs and Importers Celebrate the Success of HK Challenge

Report Categories:

CSSF Activity Report

Export Accomplishments - Events

Promotion Opportunities

Approved By:

Erich Kuss

Prepared By:

Annie Lai

Report Highlights:

ATO Hong Kong, together with the U.S. Meat and Export Federation as lead cooperator, hosted an awards gala dinner on April 23, 2013 to celebrate the great work of all contestants in the Hong Kong Challenge of the “United Tastes of America – Asian Chef Challenge”. The event promoted the wider use of U.S. foods and beverages in Hong Kong. More than 80 guests including chefs, importers and media representatives attended the event. During the dinner, winners of the Hong Kong Challenge were announced and awarded. Each guest received a souvenir cookbook consisting of all recipes in the Hong Kong challenge. Sponsors’ contributions were also recognized during the event.

General Information:

ATO Hong Kong, together with U.S. Meat and Export Federation, hosted an awards gala dinner on April 23, 2013 to celebrate the great work of all contestants in the Hong Kong Challenge of the “United Tastes of America – Asian Chef Challenge”. The event was held in an iconic fine U.S. restaurant, The Clipper at the American Club, with the renowned view of Hong Kong skyline as its backdrop. Contestants from 16 hotels and restaurants from Hong Kong and Macau joined the event together with the executive chefs and managers from their organizations.



“United Tastes of America – Asian Chef Challenge” is a broad-based program involving offices of U.S. government-funded agricultural organizations in Taipei, Shanghai, Tokyo and Hong Kong. Each region is hosting its own local challenge with the winning team representing its region at the final Asian Chef Challenge which will take place in June 2013 at the Food Taipei Trade Show. The Hong Kong Challenge is led by ATO Hong Kong, U.S. Meat Export Federation and many U.S. agricultural producer associations to promote healthy, quality American food ingredients and highlight creative skills of high-level Asian chefs.

The event on April 23, 2013 featured a four-course dinner using U.S. ingredients. During the dinner, the winners of creativity awards, best course awards, 2nd runner-up, 1st runner-up and the Hong Kong Champion were announced and awarded.

The Derby Restaurant of the Hong Kong Jockey Club, and their participants Chef Eyck Zimmer and Chef Sing Lau, won the Hong Kong Championship. The team will represent Hong Kong at the final competition in Taipei in June 2013.



In recognizing the hard work and wonderful ideas of all contestants, the organizing committee has produced a cookbook after the Hong Kong Challenge incorporating all recipes in the contest. Each guest at the event received the cookbook as a souvenir. More copies of the cookbook have been produced and will be used for various promotional activities of U.S. foods and beverages.



The organizing committee also took the opportunity to thank all sponsors of the “Unite Tastes of America”. These sponsors were various cooperators representing U.S. agricultural product groups and importers of U.S. foods and beverages. The Hong Kong Challenge events would not have been possible without their generous donations and willingness to provide the various events with incredible U.S. food ingredients, seasonings, and wines.

