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Japan

Post: Tokyo ATO

Sapporo Ralse Supermarket American Fair Preparation

Report Categories:

Promotion Opportunities

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Report Highlights:

Purpose

Make preparations with Ralse Supermarket and coordinate efforts with Consulate General John Ries and Yumi Baba to visit Ralse Supermarket.

Date of Travel

May 18-19, 2011

Results

Ralse Supermarket

Post Staff met with President Saito and Mr. Shimizu, head of merchandising.

Products selected to be part of the Supermarket Fair ranged from wines, dairy, meats, nuts, dried fruits, fresh produce, seasonings, confectioneries, beverages, soups, etc. The Fair was set to begin on June 1, Wednesday and proceed through the weekend and end on the 6th and included 60 stores throughout Sapporo.

Total sales of U.S. items amounted to approximately 800,000 U.S. dollars, a 105 percent increase from the previous year.



Post requested Sapporo Consulate General Ries and Ms. Baba to visit the flagship store on the first day of the fair to greet potential media participants and the Ralse executives.

CG Ries and Ms. Baba were approached by the media to comment on the event.

General Information: