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## Hong Kong

**Post:** Hong Kong

### **U.S. Agricultural Products Featured at a Hong Kong Culinary Event**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

On Nov 24, 2015, ATO Hong Kong showcased 25 U.S. food and beverage products to 75 culinary professionals at a launch event for the second “United Tastes of America – Asian Chef Challenge.” Hong Kong is the 4<sup>th</sup> largest export destination for U.S. consumer-oriented agricultural products with over 10% growth by value in 2014.

The second iteration of the FAS Global Broad-Based Initiative -“United Tastes of America – Asian Chef Challenge” - in Hong Kong will take place in January 2016. Two-person teams from 16 establishments in Hong Kong and Macau will vie to be crowned the Hong Kong winner and proceed to the regional championships in Tokyo in March 2016. The goal of this project is to increase the exposure of U.S. ingredients to culinary professionals thus raising their awareness of and driving demand for U.S. agricultural products.

On November 24, 2015, ATO Hong Kong organized a launch event for the competition to showcase the high-quality and versatility of the U.S. ingredients featured in the event and to increase their familiarity with U.S. products. Set in a beautiful location at Disneyland Hong Kong, 18 cooperators and importing partners displayed over 25 U.S. ingredients including seafood, beef, pork, lamb, chicken, cheese, potatoes, figs, pecan, almonds, rice, raisins, apples, lemons, pears, grapes and condiment products to 75 culinary professionals and discussed the merits and various uses with them. U.S. snack, wine, spirits and beer representatives also provided products for the event.

During the launch event, contestants were briefed on rules and regulations of the competition, allocated cooking times, chose plating items and toured the Disney kitchens. For more than 90 minutes, the culinary guests enjoyed the opportunity to network with U.S. importers and to discuss their plans for using U.S. ingredients in their menus.



