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U.S. Beef Fair at Hotel Nikko Osaka

Report Categories:

ATO ACTIVITIES reports

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Report Highlights:

Hotel Nikko Osaka held its first “U.S. Beef Fair” from March 1 to May 5, 2010. During the 66-day fair period, the hotel received more than 91,000 diners and recorded a total sales of \$460,000. ATO/Osaka took the initiative to assist the hotel in expanding the scope and scale of the fair by introducing other U.S. food products for inclusion in the hotel’s fair menus. The success of the first fair encouraged the organizers to consider holding U.S. fairs in the future.

General Information:

(Outline of the U.S. Beef Fair at Hotel Nikko Osaka)

The Hotel Nikko Osaka, located in Shinsaibashi, the southern center of Osaka, held its first U.S. fair from March 1 to May 5, 2010. With strong support from the U.S. Meat Export Federation (USMEF), the hotel was encouraged to hold a U.S. Beef Fair. ATO/Osaka then took the initiative and worked with the hotel to expand the scope of the fair in order to incorporate a wider variety of U.S. food products in the fair.

The hotel has 10 dining facilities: 6 restaurants (Western style: 1, French: 1, Chinese:1, Japanese: 1, Teppanyaki:1, Sushi:1), 2 bars and 2 lounges. With the exception of the Sushi restaurant, the fair was carried out in all other restaurants clearly identifying ingredients as U.S. food products. For example, U.S. beef, which was the main item of the fair, was served in such menus as “Sukiyaki” at the Japanese restaurant; “Teppanyaki burger” at the Japanese style Teppanyaki restaurant; and beef stake at the both the Chinese and French restaurants. According to the hotel, these menus were in general highly appreciated by their customers. Although some customers initially showed a negative response to having U.S. beef offered at their Japanese restaurant, once they tried and tasted U.S. beef, they quickly appreciated its quality.

During the 66-day fair period, the number of diners at the hotel restaurants reached more than 91,000 and total sales amounted to \$460,000. The hotel is satisfied with the result of the event and is currently considering conducting other U.S. related fairs in the coming years.

(Trade Association)

The USMEF was the leading supporter of the event. However, since ATO/Osaka alerted other U.S. industry groups (cooperators) stationed in Japan about this opportunity, many of them offered support to the hotel by proposing new menus and recipes for their particular products, by introducing importers and wholesalers and by providing the hotel with product information and product samples.

The California Wine Institute (CWI) also participated in the fair as a part of its annual “By-the-Glass Campaign.” With the cooperation of the CWI, the hotel created a special menu that offered a wide variety of California wines in combination with the foods served during the fair.

As a result of the efforts made by these trade associations and ATO/Osaka, the hotel introduced the following new food items in its menu.

- Five new cuts (parts) of beef (Tenderloin, Rib Eye Roll, Strip Loin etc.)
- Pork jerky
- Raisin as snack
- Five new varieties of cheese
- Five new varieties of beer
- Fifteen new varieties of wine

The purchase of main U.S. food items for the fair as follows:

U.S. Food items	Purchase made by the hotel (US\$)
Beef	\$33,040
Wine, beer, other alcoholic beverage	\$30,661
Citrus (orange, grapefruit, lemon)	\$7,696
Raspberry	\$1,347
Raisin	\$608
Cheese	\$602
Pork jerky	\$438

* The exchange rate of \$1=91.32 yen, the average rate of March and April in 2010 is used as the conversion rate in this report.

(ATO Role)

- The ATO/Osaka has developed a good relationship with the Nikko Hotel Osaka and worked with the hotel to expand the scope and the scale of their first US fair.
- The ATO/Osaka keeps a good relationship with U.S. cooperators. It informed them of the event in a timely manner so that they could use the opportunity to promote their products to the hotel and participate in the event in a variety of ways.
- The ATO/Osaka kept in close contact with the hotel representatives as well as with the executive chef of the hotel during the preparations for the fair and assisted the hotel in holding the event by providing U.S. food information, introducing importers and wholesalers, and supplying U.S. promotional materials.
- The ATO also assisted the hotel in promoting the event by supplying U.S. food pictures to be used in their fliers and by placing its press release of the event on the ATO's consumer website "myfood.jp."

* Event Flier of the hotel

