

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Peru

Post: Lima

U.S. Burger Festival 2016 in Lima

Report Categories:

CSSF Activity Report

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Report Highlights:

FAS Lima and the U.S. Meat Export Federation (USMEF) joined efforts to develop the Burger Festival campaign. This month long promotional campaign in July 2016 aimed to “beef up” awareness and demand for U.S. beef and beef products. Eleven well known restaurants participated. The event also spotlighted the arrival of Stevens Point beer to Peru. Participating businesses reported a 20 percent increase in sales as a result of the campaign.

General Information:

1. Event name: U.S. Burger Festival

2. Beginning/Ending Dates: July 2016

3. City/Country: Lima, Peru

4. Description and purpose of the activity:

In response to weakening sales of U.S. beef in Peru during 2015, coupled with slower growth of the Peruvian economy, FAS Lima partnered with the U.S. Meat Export Federation to conduct a market development activity aimed at reversing this trend and creating an awareness of affordable beef product alternatives among consumers.

We launched the “Burger Festival” initiative to increase demand for U.S. beef through the promotion of more affordable U.S. beef products: burgers. The promotion campaign offered complimentary side dishes and drink discounts to consumers who ordered U.S. beef burgers. Beef importers identified key partners to implement the activity. Eleven well-known restaurants featured U.S. burgers on their menus. The month-long activity took place during July 2016 at 18 locations, promoting an affordable and high quality product to attract consumers to these restaurants.

An advertising campaign comprised of social media and activities at participating restaurants played an important role to make the Burger Festival a success. For the social media campaign, the Burger Festival used Facebook, Twitter and Instagram to engage the target audience. FAS Lima jointly worked with the U.S. Embassy’s Public Affairs Office to leverage the popularity of the U.S. Embassy Facebook page to post information about the Burger Festival. The result was almost 10,000 "likes" for the Burger Festival's Facebook page. The link to the page is:

<https://www.facebook.com/festivalhamburguesasamericanasperu/?fref=ts>. Promotional activities at participating restaurants included visits by hostesses during weekends to take pictures, play games with customers, conduct surveys to gauge effectiveness of the event and ask questions about the quality of the product and perceptions about the Burger Festival.

A marketing firm developed the campaign handouts and the Burger Festival logo. Participating restaurants displayed and distributed point of sale (POS) materials during the implementation period of the event. Consumers learned about the festival through the social media campaign or banners displayed at each restaurant advertising the promotion. In total, eighteen outlets participated in the festival, each featuring their own promotions.

FAS Lima and U.S. Meat Export Federation launched the social media marketing campaign two months before the start of the Burger Festival. A press conference on June 22, 2016, attracted 19 representatives from local media (magazines, newspaper and specialized websites) and drew significant media attention.

On July 7, 2016, FAS Lima launched the Burger Festival at a cocktail reception at the Lima Country Club Hotel. The event featured juicy burgers paired with Stevens Point beer, a U.S. craft brewer that recently entered the Peruvian market. Invitees included the restaurant industry, media representatives, and key contacts of the agricultural sector. Stevens Point's first container landed in June as a result of FAS Lima's reverse trade mission to the Great American Beer Festival in Colorado in 2015. "Point" officially introduced six beers to the crowd during this event. The Ambassador to Peru, Brian Nichols, delivered opening remarks and worked behind the grill, emphasizing the extraordinary features of U.S. beef and craft beer.

The event built on USDA Secretary Tom Vilsack's March 2016 visit to Peru, which delivered full market access for all U.S. beef and beef products.

5. Outcomes and Results

- The Burger Festival was the first of its kind and it is expected to be a yearly event.
- There was a great receptivity of the local trade about this initiative.
- The launching event drew 19 members of the press and 12 hits on local media.
- Six specialized restaurants reported 20 percent increase sales during the campaign.
- Three restaurants requested to be included in next editions.
- Stevens Point beer was officially introduced to the market at the Burger Festival opening cocktail reception.
- Participants had the opportunity to pair U.S. beef and U.S. craft beer during the opening cocktail reception.
- Six restaurants have incorporated Stevens Point in their menus as a result of the promotion.

6. Examples of Event Media and Promotional Materials:







VANIDADES

PERÚ

[SOCIALES]

Pascal Elsson, Mariana Zambrano y Carolina Dotti.



Brian Katsopoli, Alicia Bress, Ricardo Pérez, Leandro Mora, Michaela Mera.



Sandra Ramírez y Nicolás Rosenfeld.



Jessica Jilca, Brian Richart y César Bazo.

REUNION SIBARITA

Con ocasión del aniversario puesto de los Estados Unidos se sirve a todo el Primer Festival de Hamburguesas. Asimismo, el lugar de lanzamiento se realizó en el Hotel Country Club y se abren cita los más importantes restaurantes de carne de la capital.



Santiago Bock y Jaime Bazo.