

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

U.S. Cocktail Celebration in Chengdu

Report Categories:

CSSF Activity Evaluation

Agricultural Trade Office Activities

Market Promotion/Competition

Beverages

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Report Highlights:

From March 19-26, 2016, ATO Chengdu held its first U.S. Cocktail Celebration in Chengdu. The event was designed to promote U.S. spirits and mixers to consumers and increase their awareness of these products. During this week-long menu promotion, eight local whiskey and cocktail bars offered special cocktail menus featuring U.S. products. The menus mainly focused on U.S. bourbon whiskey, but also included U.S. cranberry juice, vodka, and other ingredients. U.S. constituents may request a full copy of the report by emailing atochengdu@fas.usda.gov.

General Information: