

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary - Public

**Date:** 11/12/2009

**GAIN Report Number:** RS9307

## **Russian Federation**

**Post:** Vladivostok

### **U.S. Products Highlighted at Culinary Festival in Russian Far East**

**Report Categories:**

ATO ACTIVITIES reports

**Approved By:**

Dana L. Johnson

**Prepared By:**

Oksana Lubentsova, Dana L. Johnson

**Report Highlights:**

The Primorskiy Culinary Festival, held Oct. 13-15, is the top annual culinary event in the Russian Far East. Master classes sponsored by the Agricultural Trade Office (ATO) in Vladivostok and the U.S. Meat Export Federation and a two-day steak grilling competition were the top audience-drawing features of the three-day show. More than 300 restaurateurs, chefs, and culinary students attended the master classes and more than 5,000 festival attendees visited the information booth hosted by the ATO.

**General Information:**

For a fifth year, the Agricultural Trade Office (ATO) participated in the Primorskiy Culinary Festival in Vladivostok October 13-15. It is the leading regional trade show oriented to the hospitality and food service industry and provides the ATO an annual opportunity to organize cooking and product

demonstrations of new and interesting food products from the U.S.

U.S. Consul General in Vladivostok, Tom Armbruster, was one of the featured speakers at the opening ceremony. He introduced the program and products to be presented by the ATO at the Festival, and invited the visitors to attend the master classes hosted by the ATO and U.S. Meat Export Federation (USMEF) during the three-day show. In his remarks, CG Armbruster used the Russian proverb which translated directly means, “Any person needs lunch and dinner.” The proverb is understood by Russians to underscore the fact that the food service industry is vitally important at any time, even during the periods of economic downturn.



**Consul General Tom Armbruster, Primorskiy Culinary Festival Opening Ceremony**

More than 300 restaurateurs, chefs, and culinary students attended the master classes and more than 5,000 festival attendees visited the ATO information booth. USDA Cooperators used the opportunity to promote their products at the ATO booth and presented samples and printed materials including technical information on handling the products, recipes, point of sale materials, and DVDs and posters describing varieties and processing technology. The visitors showed genuine interest in receiving information about U.S. food products provided by the Almond Board of California, Washington Apple Commission, California Table Grape Commission, Pear Bureau Northwest, and USMEF. In addition to the materials about U.S. products, the ATO also prepared and distributed a list of suppliers of U.S. food in the region to help restaurateurs find the right suppliers.



**ATO booth assistant distributes information on U.S. beef to festival attendee**

ATO Director Dana Johnson opened the “American Products School” master class by introducing two new products – pecans and Maker’s Mark bourbon – that the chef used in his cooking demonstration of a dessert made of Washington apples. Sergey Klimenko, chef at the popular Vladivostok restaurant “Palau Fish,” also presented dishes using U.S. pork and beef, California wine and grapes, pears from the upper Northwest, and canned vegetables.



**Chef Sergey Klimenko discussed the unique characteristics of the pecan (left); which he used in creating a unique and delicate apple dessert with a touch of bourbon (right).**

USMEF presented a master class and seminar devoted to U.S. beef and pork. Attendees were taught about alternative beef cuts, such as top blade, sirloin cap and flank steak, which are more affordable than prime cuts. As a result, the guests saw practical ways of using alternative beef cuts in high quality dishes, with good presentation at comparatively low cost. During the master class the participants could try a taste and evaluate the tenderness, juiciness, and quality of the meals prepared.



**Chef Sergey Anikin grilling U.S. meat during USMEF's master class (left);  
Judges sample steaks during Master Steak grilling competition (right).**

For the first time in Russia, the Festival featured a Master Steak Championship sponsored by USMEF, in which participants competed in grilling U.S. beef steaks. ATO Director Dana L. Johnson, U.S. Consulate representative Jeff Rotering, USMEF representative Galina Kochubeeva, served as three of the four judges for the competition. The head judge was Sergey Anikin, a well-known Moscow chef from the "Uncle Sam's Cafe" chain. Chef Anikin is one of the most experienced Russian specialists in preparing steaks in the American style and regularly participates in programs hosted by USMEF. He said, "The fact that the first steak championship in Russia was organized in Vladivostok proved mobility, openness, and high professional level of the chefs of the city and in the region as a whole." In an interview with a local Television News Channel, Dana Johnson discussed the long tradition of eating steak in the U.S., and explained that U.S. beef is so highly regarded because the breeding stock is superior and the high quality feed used in the U.S. creates the signature taste and texture of "marbled beef." She also commented on the development of "steakhouse culture" in Russia which has spread to even more remote regions, which she says promises increased demand for high quality meat, including American beef.