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China - Peoples Republic of

Post: Guangzhou

U.S. Craft Beer Eying the Pearl River Delta Market, March 17, 2010

Report Categories:

Beer

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General Information:

On March 17, ATO Director and staff met with the largest U.S. craft beer distributor in China to discuss upcoming promotions in south China. One of the areas discussed was supporting the Sam Adams label's re-entry into the Pearl River Delta market. We also discussed working closely with restaurants and bars in a strategic way to ensure pricing structures between the retail and HRI sector were not too disparate and that the distribution and handling of the product were emphasized to ensure the best quality and taste. Though ATO Guangzhou strongly encouraged the distributor to consider soft marketing in second tier cities, the company remains highly risk adverse and would like to grow exclusively in the 1st tier cities of Guangzhou and Shenzhen. ATO Guangzhou will be encouraging the Brewers Association USA to pay more serious attention to their marketing strategy for the China market and adjust for regional differences.