

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Romania

**Post:** Bucharest

### US Popcorn Exporter Records First Sale to Romania

**Report Categories:**

Export Accomplishments - Other

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**Report Highlights:**

Crown Products, Inc, a U.S. leading export trading company based in Metairie, Louisiana, identified new opportunities for developing its business in the region as a result of extensive efforts by FAS/Bucharest to promote U.S. products on Romanian market. The US Popcorn Exporter recorded \$22,300 First Sale to Romania.

**General Information:**

Crown Products, Inc, a U.S. leading export trading company based in Metairie, Louisiana, identified new opportunities for developing its business in the region as a result of extensive efforts by FAS/Bucharest to promote U.S. products on Romanian market under the CSSF program.

When a Romanian importer approached FAS/Bucharest for assistance with identifying a reputable supplier of U.S. popcorn the FAS office connected the buyer with The Popcorn Institute and provided a full list of U.S. popcorn processors. When responses received through both channels showed Crown Products name FAS Bucharest facilitated importer with its initial contact to that U.S. company. The Popcorn Institute had also included this trade lead in their Popcorn Report issue.

Crown Products and the Romanian importer have successfully established a business partnership that already has resulted in one sale valued at \$22,300 to Romania. As the business partnership is in its initial stages of development future additional product sales are expected as Crown Products carries a large number of product lines that should capture interest of Romanian consumers.