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POLICY

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Poland

Post: Warsaw

USD 70000 sales result from Taste of America promotion

Report Categories:

CSSF Activity Report

Export Accomplishments - Events

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Report Highlights:

On September 19, Ambassador Mull hosted the “Taste of America” promotion of U.S. Food and Wine at the Residence. Exhibiting companies reported that on-site agreements for the value of USD 10,000 were accomplished (mostly through new retail/restaurant entry of wine, cranberry products, salmon, scallops, chocolate covered almonds and candy) with additional 12 month projected sales valued at equivalent of USD 60,000. Event was organized by the FAS Warsaw in collaboration with the Wine Institute of California, Cranberry Marketing Institute, Alaska Seafood Marketing Institute, Seafood Food Export USA, American Peanut Council, and local suppliers for the respective U.S. commodity trade groups. The promotion attracted over 150 key decision makers from the HORECA industry in Poland and media.

General Information:

On September 19, Ambassador Mull hosted the “Taste of America” promotion of U.S. Food and Wine at the Residence. Exhibiting companies (9 table presentations) reported that on-site agreements for the value of USD 10,000 were accomplished (mostly through new retail outlet entry) with additional 12 month projected sales valued at equivalent of USD 60,000. The event was organized by the Foreign Agricultural Service in collaboration with the Wine Institute of California, Cranberry Marketing Institute, Alaska Seafood Marketing Institute, Seafood Food Export USA, American Peanut Council, and local suppliers for the respective U.S. commodity trade groups. In 2012 Polish consumers purchased U.S. products in record numbers. Key U.S. commodity trade groups operating on the Polish market had expressed strong interest in participating in an organized promotional event to further increase awareness of U.S. product availability. The event attracted over 150 key decision makers from the HORECA industry in Poland, four TV stations, along with newspaper journalists, culinary experts, and bloggers. Event was implemented using CSSF funds (USD 2,600) and cooperator in-kind support covering cooking, samples, printed materials and banners.

Promoted products included:

U.S. fish and seafood products presented by the Alaska Seafood Marketing Institute and Seafood Food Export USA.

U.S. Cranberries presented by the Cranberry Marketing Committee, Atlanta Poland, and Makar.

U.S. Peanuts presented by the American Peanut Council and Atlanta Poland

U.S. Almonds sponsored by the Almond Board of California and presented by Atlanta Poland.

U.S. Southern Hot Sauces presented by De Care.

U.S. Candies presented by The Jelly Belly Candy Company thru Solon



Culinary Master Chef: Patrick Hanna of Blue Cactus & Iguana Lounge Restaurant

Why these products? In 2012 Polish consumers purchased these U.S. products in record numbers. Key U.S. commodity trade groups operating on the Polish market expressed strong interest in participating in an organized promotional event to further increase awareness of U.S. product availability.

The event format consisted of:

- Table top promotion of a/m products (samples/literature available at designated locations – banners/tables manned by participating organizations/hostesses).
- Parallel reception with presentation of California Wines and with samples of food containing promoted ingredients/appropriate for presentation with wines.



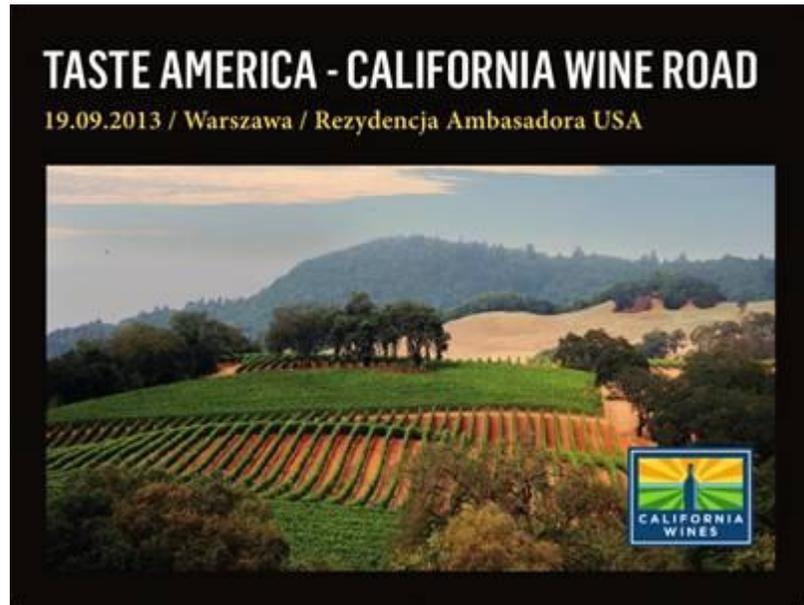
Ambassador Stephen D. Mull (pictured with wife Cheryl) giving opening remarks at the event.

U.S. cooperator group participants present at the event included:

- Paul Molleman, European Regional Director for the Wine Institute
- Maria Kraus, Regional PR representative for Cranberry Marketing Committee and Food Export USA
- George Smith, Consultant for American Peanut Council

U.S. Wines proved a major attraction at the event with several restaurant owners and retailers indicating

strong interest in adding wines presented to their menu or to their store offer.



CALIFORNIA WINE ROAD
Zapraszamy do degustacji win:


www.discovercaliforniawines.org

- Apothic
- Barefoot
- Brownstone
- Carlo Rossi
- Delicato
- Francis Ford Coppola
- Howlin' Wolf
- Ironstone
- Merryvale Starmont
- Oak View
- Robert Mondavi
- Sutter Home

Autorem menu i doboru przekąsek do win jest Patrick Hanna
- Executive Chef amerykańskiej restauracji Blue Cactus w Warszawie.



Wine Institute of California presentation greatly contributed to the success of the event. Wineries and their wines presented included: Apothic; Barefoot, Brownstone, Carlo Rossi, Delicato, Francis Ford Coppola, Howlin' Wolf, Ironstone, Merryvale Starmont, Oak View, Robert Mondavi, Sutter Home. Culinary Master Chef for the event – Patrick Hanna, presented wine pairing possibilities with the promotions U.S. food ingredients to the invited guests.



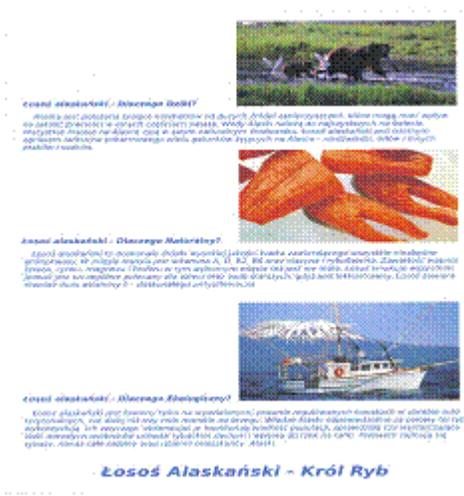
Alaska Seafood Marketing Institute, Seafood Food Export USA presentations attracted extensive attention as well in large part due to the special attention given by Chef Patrick Hanna to his sample creations with Alaska salmon and black cod. The Wine Institute presentation had included suggestions for culinary food and wine pairing by Chef Hanna: e.g. Alaska Salmon, Cranberry, Avocado Ceviche, and Sauvignon Blanc.





Culinary matching suggestions provided by Chef Patrick Hanna included:
Alaska Salmon, Cranberry, Avocado Ceviche and Sauvignon Blanc

Greatly facilitating Chef Hanna's effort thus popularity of the U.S. fish and seafood products was the availability of a Polish language banner and publications prepared by the Alaska Seafood Marketing Institute and Seafood Food Export USA.





Dziki, Naturalny & Ekologiczny
www.alaskaseafood.org



Pięć gatunków łososia alaskańskiego należy do dużej rodziny ryb zwanych Łososiowatymi, które występują powszechnie w umiarkowanych strefach półkuli północnej i południowej. Łosoś i pokrewne gatunki, w tym łosoś alaskański, są aktywnymi i agresywnymi drapieżnikami, które potrzebują wód bogatych w tlen. Najczęściej są to zimne, bystre prądy i zbiorniki wodne oraz górne warstwy wód oceanicznych.

Pink



Keta



Coho



Nerka



Czawycza



Łosoś pacyficzny występuje od Kalifornii na północ, wzdłuż wybrzeża Pacyfiku, na morzu Beringa i w wodach Oceanu Arktycznego oblewających Alaskę. Populacja łososia alaskańskiego jest największą populacją tego gatunku na świecie.

Łosoś Alaskański - Król Ryb

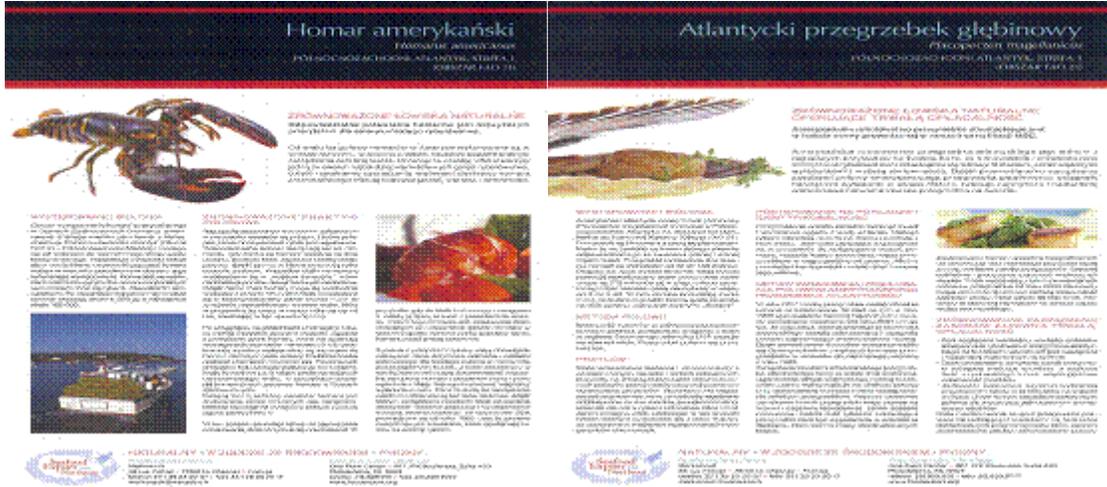
**Dziki
łosoś
alaskański**

Przewodnik dla kupujących łososia alaskańskiego

**Przewodnik
dla
kupujących
białe ryby z
Alaski**

Twój przewodnik przy zakupach najwyższej jakości białych ryb z Alaski

Several restaurant and retail chain representatives expressed interest in offering U.S. salmon and scallops presented at the event on their menus with an eye towards adding U.S. lobster at a later date pending consumer demand.



Samples of Polish language brochures provided to guests at the September 19, 2013 event.



Culinary offerings prepared by Chef Patrick Hanna included selection of traditional U.S. sweets.

Guest at the reception had opportunity to taste delicious chocolate covered almonds and cranberries offered by Atlanta Poland S.A.



Cranberry products from the U.S. were very popular and garnered positive TV, press, and blog coverage. Presentation below is by Made In PR, the Polish representative of Cranberry Marketing Committee.



Cranberry products were also presented by Polish importer Makar.

The American Peanut Council's presentation attracted buyer and media attention as this product just reentered the Polish market after a five year hiatus.





Louisiana Hot sauces, presented by the De Care Company, attracted new clients primarily from the restaurant sector present at the event.



Jelly Belly Candy Company presented by Solon proved popular for the hotel and snack food audience at the event.



Television coverage was strong due to extensive outreach by the Embassy's Public Affairs Section and Wine Institute's Public Relations agency – with four TV stations filming the event.

Polish journalists interviewing Michael Henney, Agricultural Counselor during the event.



Polish journalists interviewing Chef Patrick Hanna during the event.



Embassy report:

<http://poland.usembassy.gov/taste.html>

http://news.silobreaker.com/us-embassy-poland-warsaw-4_5023

http://news.silobreaker.com/taste-of-america-us-food-and-wine-promotion-5_2267114859608932359

TV Reports:

TVN (popular Polish private TV) - "Culinary Diplomacy"

The "Dzień Dobry TVN" morning program on TVN aired its footage from the event "50 Flavors of American Diplomacy" in Ambassador Mull's residence, organized by the Foreign Agricultural Service. The event, which was held September 19, promoted a wide range of American food products. The reporter interviewed the Ambassador, asking him about "culinary diplomacy" and the Ambassador's favorite American foods.

American Chef Patrick Hanna from a Warsaw restaurant was also interviewed.

<http://dziendobry.tvn.pl/wideo,2064,n/kulinarna-dyplomacja,101735.html>

Polish National TV coverage:

<http://www.tvp.pl/informacje-rolnicze/agrobiznes/wideo/25092013-1215/12305784>

Blog/social media coverage:

<http://blog.dookolawina.pl/2013/09/4383/>

<http://magazynsmak.pl/smak-ameryki/>

<http://wrzacakuchnia.pl/2013/10/taste-of-america/>



Photo: Bartek Zabdyr

<http://krolestwogarow.blogspot.com/2013/09/taste-of-america.html>



<https://www.facebook.com/#!/media/set/?set=a.590947737629236.1073741901.387387211318624&type=1>

[http://www.nasze-wina.pl/nw/news/w-domu-ambasadora-](http://www.nasze-wina.pl/nw/news/w-domu-ambasadora-usa/?came_from=%2Fnw%2Fnews%2Flista%2Faction%2F&listbox_class_name=NewsListbox&fb_source=message)

[usa/?came_from=%2Fnw%2Fnews%2Flista%2Faction%2F&listbox_class_name=NewsListbox&fb_source=message](http://www.nasze-wina.pl/nw/news/w-domu-ambasadora-usa/?came_from=%2Fnw%2Fnews%2Flista%2Faction%2F&listbox_class_name=NewsListbox&fb_source=message)

<http://wine-travel-food.blogspot.com/2013/09/taste-america.html>

<http://www.nasze-wina.pl/nw/news/1127/>