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Hong Kong

Post: Hong Kong

United Tastes of America - Hong Kong Challenge

Report Categories:

CSSF Activity Report

Export Accomplishments - Events

Promotion Opportunities

Market Promotion/Competition

Agriculture in the News

Approved By:

Erich Kuss

Prepared By:

ATO Hong Kong

Report Highlights:

The first "United Tastes of America – Asian Chef Challenge" will be held in Hong Kong on March 12, 2013. 18 two-person teams from top-tier Hong Kong and Macau restaurants have been selected to participate in this competition designed to promote the use of over 40 U.S. food ingredients. The winning team of the regional Hong Kong competition will participate in an East Asia competition in June 2013 at the Food Taipei Trade Show. The Launch Ceremony announcing the event, featuring a cooking demonstration by Consul General Stephen Young and Hong Kong Disneyland Executive Chef Rudy Muller, was a hit with crowd and was featured in local papers (with a combined daily circulation of over 560,000 copies) the following day.

General Information:

United Tastes of America - ATO Hong Kong's Asian Chef Challenge LAUNCH CEREMONY



ATO Hong Kong, in conjunction with the U.S. Meat Export Federation and numerous U.S. agricultural producers, announced the launch of the "Hong Kong Challenge", a unique cooking competition in which 18 professional chef teams from Hong Kong and Macau will choose from over 40 high-quality U.S. ingredients to create spectacular 4-course menus.

Watch a short clip of Consul General Stephen Young showing off his culinary chops!

[Video on the Launch Ceremony](#)

More photos of the event!

[Photos on the Launch Ceremony](#)

Teams will be judged in accordance with requirements of the World Association of Chefs Societies (WACS). The competition will be held on March 12, 2013, at the Hospitality Industry Training Centre (HITDC) in Pokfulam. The winner of the "Hong Kong Challenge" will compete against the regional winners from Taipei, Shanghai, and Tokyo in the final "United Tastes of America - Asian Chef Challenge" at the Food Taipei Trade Show in June 2013. The winner of this prestigious competition will receive a 5-Day Continuing Education Professional Development Course at the world-renowned [Culinary Institute of America, Napa Valley, California](#).

MORE ABOUT THE COMPETITION:

[Competition Details](#)

[Culinary Teams](#)

[Cooperators and Sponsors](#)

CHECK OUT THE U.S. AGRICULTURAL ASSOCIATIONS & THEIR SPONSORED INGREDIENTS:

Alaska Seafood Marketing Institute

[Pacific Cod](#)

[Sockeye Salmon](#)

Almond Board of California

[Slice Almond](#)

California Fig Advisory Board

[California Figs](#)

California Milk Advisory Board

[Mild/Medium Cheddar Cheese](#)

[Monterey Jack Cheese](#)

Cranberry Marketing Committee

[Dried Cranberry](#)

[Frozen Cranberry](#)

[Cranberry Juice](#)

Ginseng Board of Wisconsin

[Tea Cut](#)

National Pecan Growers Council

[Dried Pecans](#)

Pear Bureau Northwest

[Bosc Pear](#)

[Green Anjou](#)

[Red Anjou](#)

Raisin Administrative Committee

[Natural Raisin](#)

Sunkist Growers, Inc.

[Orange](#)

[Lemon](#)

[Cara Cara Navel Orange](#)

[Pummelo](#)

U.S. Dairy Export Council

[Cream Cheese, Monterey Jack and Pepper Jack Cheese](#)

U.S. Meat Export Federation

[Square-cut Lamb Shoulder](#)

[Lamb Denver Ribs](#)

U.S. Beef

[USDA Prime Ribeye](#)

[Chuck Flap Tail](#)

U.S. Pork

[Pork CT Butt](#)

[Pork Tenderloin](#)

U.S. Potato Board

[Russet Burbank](#)

[Fingerling Medleys](#)

USA Poultry & Egg Export Council

[Chicken Whole Leg, Drumstick and Mid-joint Wing; Rock Cornish Game Hen & Eggs](#)

USA Rice Federation

[Medium Grain, Short Grain, Long Grain & Aromatic Rice](#)

US Seasonings

[Hunt's All Natural Ketchup](#)

[Hunt's Tomato Paste](#)

[Redmond Real Salt](#)

[Swanson Chicken Broth](#)

[TABASCO Brand Pepper Sauce](#)

[Wesson Vegetable Oil](#)

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