

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 8/30/2014

**GAIN Report Number:**

## China - Peoples Republic of

**Post:** Chengdu ATO

### 2014 American Food Festival in Chengdu

**Report Categories:**

CSSF Activity Evaluation  
Agricultural Trade Office Activities  
Market Promotion/Competition  
Snack Foods  
Beverages  
Tree Nuts  
Dried Fruit  
Fishery Products  
Dairy and Products  
Coffee  
Raisins  
Retail Foods

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**Report Highlights:**

ATO Chengdu hosted the 2014 American Food Festival from July 25-August 7 in Chengdu at two high-end retailers. The event promoted 463 U.S. agricultural products to consumers, including 282 new-to-

market products. Average sales of U.S. foods and beverages increased from USD \$208/day before the promotion to USD \$1,178/day during the promotion and settled back to a projected USD \$523/day for the 12 months following the promotion.

For access to the full report, please contact [atochengdu@fas.usda.gov](mailto:atochengdu@fas.usda.gov)

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