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ATO Promotes Hawaii Chocolates and U.S. Wine at Consulate Valentine's Day Event

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Market Development Reports

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Report Highlights:

February 14, Guangzhou- Over fifty people, including local journalists, sought the Guangzhou American Center to listen to CLO Jennifer O'Connor's lecture on the traditions of Valentine's Day, and learn about a variety of ways that Americans celebrate this day devoted to love. CG Goldbeck, wearing a pink shirt and a red tie, made a special appearance at the event, where he revealed his plans to present his wife with a surprise Valentine's gift that evening. To the audience's further delight, ATO Chief Jorge Sanchez and Vice Consul Tara Harrison gave tips on how to set a romantic mood for the perfect date. They suggested and offered samples of Hawaiian chocolate and American wine, pairing the tasting session with a romantic tune of Elton John, beautifully sung by an ATO intern.

General Information:

On February 14, 2012 in coordination with post's public affairs section, Guangzhou ATO held a Valentine's Day celebratory event, highlighting the cultural aspects of the American holiday and promoting U.S. agricultural products typically consumed on the holiday. The audience was comprised of media representatives and local residents. Two weeks of microblogging about U.S. wine preceded the event, serving a two-fold purpose: advertising the event, and piquing the audience's interest and excitement about U.S. wine.

After a fun-filled discussion about U.S. Valentine's traditions, Guangzhou ATO gave a soft sell for U.S. chocolate. Tara Harrison spoke about the significance of chocolate on Valentine's Day and chocolate's mood-enhancing characteristics. Director Sanchez spoke specifically about Hawaii's chocolate covered macadamia nuts, and audience members were given the opportunity to sample the chocolate. Representatives from the import/distributor company: Kerry Food was also in attendance.

While audience members enjoyed the chocolate, Guangzhou ATO gave a soft sell and educational training on U.S. wine. The first wine was Chateau Ste Michelle Brut sparkling wine from Washington which previously featured in the micro blog, 2007 Beringer Rosé from Napa Valley, California, and 2008 Leaping Lizard Old Vine Zinfandel from Sonoma Valley. Audience members sampled the wines while listening to a live interpretation of Elton John's ballad "Your Song," by performed by voluntary intern Ms. Lexi Zhou.

