

Voluntary Report – Voluntary - Public Distribution

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Report Name: ATO Osaka Promotional Activities Reach 15 Million Consumers in 2022

Country: Japan

Post: Osaka ATO

Report Category: Agricultural Trade Office Activities, Export Accomplishments - Events

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Report Highlights:

This year ATO Osaka organized various promotional activities across western Japan, utilizing print, television, and radio media to reach 15 million consumers (excluding social media). ATO Osaka partnered with local foodservice establishments to promote U.S. beef, pork, cheese, peppers, fruits, nuts, and other ingredients via special menu promotions. Together with the U.S. consulates in Osaka and Fukuoka, ATO Osaka promoted U.S. food culture via cooking classes and sporting events. ATO Osaka also organized American markets at three regional food festivals, collaborating with local vendors to highlight U.S. ingredients to over 40,000 festival goers.

America Star Four Pizza Campaign

Date: January 19 to April 30, 2022

Location: Fukuoka

ATO Osaka partnered with Fukuoka-based pizza delivery chain “Pizza CooC” to create a special American-themed pizza menu titled “America Star Four”. The pizza was divided into four quadrants, representing four regions of the United States, each with its own unique topping. The Midwest quadrant featured a Wisconsin fish fry made with U.S. mozzarella cheese. The Southern quadrant featured Texas barbecue made with U.S. sausage. The Western quadrant featured U.S. angus beef. The Eastern quadrant featured New York deli-style bacon, lettuce, and tomato with U.S. cream cheese.

In addition to the pizza, several side dishes were offered including mac and cheese (with U.S. mozzarella) and nachos with U.S. sausage. The U.S. Consulate in Fukuoka collaborated on this project along with the U.S. Meat Export Federation, and U.S. Dairy Export Council. Flyers were distributed to 4.5 million households with television and radio media reaching 6.6 million consumers. Over 35,000 pizzas were sold during the promotion.

Event Flyer

The flyer is a vibrant advertisement for the "America Star Four" pizza campaign. At the top, it features the "America Star Four" logo in a stylized font, with "New" written above it. Below the logo, the text "アメリカ東南西北 4つの本場の味!" (America East, South, West, North 4 flavors of the home!) is written. The flyer is divided into four quadrants, each representing a different region of the United States: North (Midwest), South (Southern), West (Western), and East (Eastern). Each quadrant features a different pizza topping. The central focus is a large pizza with four distinct quadrants. Below the pizza, there are sections for side dishes like Mac and Cheese and Nachos, and a Coca-Cola promotion. The flyer also includes a detailed menu of various pizzas with prices and a contact number: 092-863-8999.

Great American Burger Adventure in Kansai

Date: March 18 to April 17, 2022

Location: Hyogo, Osaka, and Kyoto

ATO Osaka partnered with 11 gourmet hamburger restaurants in Western Japan to promote U.S. ingredients via the “Great American Burger Adventure in Kansai” promotion. For from March 18 to April 17. For one month, each restaurant created a new unique burger featuring U.S. beef, pork, cheese, peppers, nuts, and other ingredients. Customers who ate at least 6 burgers were eligible to win prizes including some from the U.S. Osaka-Kobe Consulate. The event tied in 11 U.S. states and 15 cooperators and companies. At the conclusion of the event, over 1,300 burgers were sold with nearly 100 customers eating at least 6 burgers or more.

Event Flyer



Photos/Social Media



Gumbo Cooking Seminar

Date: April 17, 2022

Location: Fukuoka

ATO Osaka partnered with the U.S. Consulate in Fukuoka to hold a cooking seminar at a local cooking school to introduce U.S. gumbo prepared with Calrose rice and U.S. sausage. The seminar was led by Consulate Principal Officer John Taylor who prepared the dish for 20 students. The seminar was covered by the Nishi Nihon Shimbun newspaper with a daily circulation of 490,000. The U.S. Meat Export Federation, U.S. Rice Federation, and Johnsonville Sausage collaborated.

ATO Osaka worked with a Fukuoka-based media firm to create a [website](#) highlighting the event, the products used, and New Orleans culture. In addition, ATO Osaka created two YouTube videos introducing the recipes. The videos have been uploaded to the U.S. Embassy in Japan's official YouTube channel and are accessible at the below:

Short version (2 minutes): <https://youtu.be/5pxXyAtE-ko>

Long version (6 minutes): <https://youtu.be/IjaJtl7q8U>

Photos/Social Media



Baseball and Peanuts Promotion

Date: March 2022 and August 2022

Location: Osaka

In celebration of 150 years of baseball in Japan, ATO Osaka partnered with Hormel Japan to distribute over 10,000 cans of U.S. honey roasted peanuts to the 81 high school baseball teams participating in the prestigious spring and summer tournaments at Koshien Stadium. Each shipment was accompanied by a special letter from Osaka-Kobe Consul General Richard Mei highlighting the introduction of baseball to Japan by an American English teacher in 1872. Consul-General Mei also recorded a YouTube video which can be viewed at the below link.

YouTube



<https://www.youtube.com/watch?v=ofwtOXtMAZY>

Twitter



Takatsuki Food Festival

Date: October 15-16, 2022

Location: Takatsuki, Osaka

ATO Osaka partnered with FM Cocolo, one of Osaka's most popular radio stations, to sponsor an American Market at the annual Takatsuki Food Festival. The American Market featured five vendors selling U.S. products or dishes made with U.S. products. Each vendor used stickers created by ATO Osaka to identify which products or ingredients were U.S. origin. The festival was promoted on FM Cocolo, reaching 1.4 million listeners.

Participating Vendors:

- Going Nuts (mixed nuts and smoothies)
- Sweet Street (cookies and cheesecake)
- Hot Sauce Bar (imported hot sauces)
- CampGear&Café BASE (waffles and fried chicken)
- Taberna Esquina (U.S. organic pork and Calrose rice dishes)

U.S. Osaka-Kobe Consul General Richard Mei gave opening remarks and was joined by the official U.S. Mission Japan mascot, Tom the Jelly Bean. There was also a special jazz performance by the U.S. Army Band from Camp Zama. Approximately 20,000 visitors attended the festival across the two days.

Takatsuki Food Festival Photos



Kyoto USA Food Festival

Date: November 5-6, 2022

Location: Kyoto

ATO partnered with the Kyoto City International Foundation to hold the Kyoto USA Food Festival. Although the festival had been running for six years, this was the first time for ATO Osaka to be officially involved. Like the Takatsuki Festival above, ATO Osaka implemented a sticker campaign in which 10 vendors indicated the U.S. ingredients in their dishes. In addition, ATO Osaka created a special tent area which two vendors who met a higher threshold of U.S. ingredients used could be located. The festival was promoted in mainstream print and television media, reaching 2 million viewers. Over two days, the festival welcomed 10,500 visitors.

Participating Vendors:

- Sweet Street (cookies and brownies)
- Hot Sauce Bar (imported hot sauces)
- 504 Fire Chicken (BBQ chicken)
- Mr. Burrito Juso (tex-mex)
- Mochi Mochi (loaded fries)
- Ewalu (pizza)
- Chili Paradise (hot dogs)
- Troy's BBQ (barbecue pork)
- K's Pit (hamburgers)
- Meat Express (tex-mex)
- Reload (donuts)
- Eight Food Truck (tex-mex)

Kyoto USA Food Festival Photos



American Tailgate Party at Koshien Bowl

Date: December 18, 2022

Location: Osaka

In conjunction with the annual Koshien Bowl national college football championship in Japan, ATO Osaka organized an American Tailgate Party in front of the historic Koshien baseball stadium. The tailgate party aimed to replicate the American football tailgate experience with three food trucks serving authentic American barbecue, Tex-Mex burritos and tacos, and loaded French fries. Consul-General Richard Mei attended the game and presented the Embassy Trophy to the winning team. Approximately 10,000 fans attended.

Participating Vendors:

- Troy's BBQ (barbecue pork)
- Mr. Burrito Juso (tex-mex)
- Mochi Mochi (loaded fries)

American Tailgate Party Photos



Attachments:

No Attachments.