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American Nuts Café 2012

Report Categories:

CSSF Activity Report

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Report Highlights:

ATO Tokyo held a one-day café featuring American nuts and dried fruits at the Roppongi Hills event hall on “Nuts” Day, Sunday, July 22. Featured were almonds, pecans, walnuts, peanuts, and pistachios, as well as prunes, raisins, figs and cranberries. The American Nuts Café attracted almost 2000 consumers, who enjoyed sampling famous patissiers’ sweets using American nuts and dried fruits, ice cream from the U.S., snack nuts from the U.S., Hawaiian water, and coffee from a U.S. brand coffee shop. People also enjoyed the talk shows on the stage at the Café featuring seven guests, including patissiers, chefs and TV celebrities, talking about the recipes and health/beauty benefits of nuts and dried fruits from the U.S. The event hall is at one of Tokyo’s most prestigious locations, Roppongi Hills, and from open to close, the Café had a long line at the entrance with families, couples and bloggers. The event was held to not only promote nuts but to provide content for the ATO’s myfood.jp website.

General Information:

Name of Event:	American Nuts Café 2012
Date & Time:	11:00-18:30, July 22, 2012
Location:	Roppongi Hills “Umu”, Roppongi, Tokyo, Japan

A. STATISTICAL SUMMARY

1) Profile of “American Nuts Café” event:

Total Number of Visitors	Approximately 2,000
Cooperators/Companies Participated or Supported	21

2) Profile of Visitors (data collected by the 180 visitor survey):

Gender

Male	33%
Female	60%
NA	7%

Age

Under 10	3.3%
Over 10	1.6%
Over 20	16.7%
Over 30	27.8%
Over 40	26.7%
Over 50	9.4%
Over 60	8.8%
NA	2.7%

Favorite Nuts/Dry Fruits (multiple answers)

Almond	70
Pistachio	59
Walnut	47
Raisin	39
Peanut	37
Pecan	35
Prune	32
Fig	28
Cranberry	26
Other	some

2) Participants (Shop/Cooperator/Talk Show Speaker)

Company Name	Items	Nuts & Dried Fruits Used
Café Appassionato	Coffee, Craft Beer	Almond
Rocky Mountain Chocolate Factory	Chocolates, Candied Apples	Almond, Walnut, Pecan
Atelier Kohta	Cakes, Cookies	Pistachio
Munchies	Cakes, Cookies	Pistachio, Almond, Pecan
Ken's Café Tokyo	Brownies	Almond
Meidi-Ya	Snack Almonds	Almond
Mercer's/Vivo	Wine Ice Cream	Prune, Almond, Walnut, Pistachio, Pecan, Cream Cheese, Orange
Vegetare	Vegetable Ice Cream	Walnut, Dry Cranberry, Raisin, Fig, Pecan
Magica	Honey & Nuts	Cream Cheese, Almond, Dry Cranberry, Walnut
Mihopan	Pop Cakes	Pistachio, Dry Cranberry
American Pistachio Growers	Pistachios	Pistachio
Menehune	Hawaiian Water	

3) Talk Show/Cooking Demonstration

Miho Tsuzuki (Patissier)	U.S. Sweets Update
Ema Koeda (Chef)	Spicy Nuts Snack Recipe using U.S. Nuts and Dry Fruits
Sonin (TV Celebrity, Actress)	Macro Biotic and Nuts
Kohta Yoshioka (Patissier)	Cooking Demonstration of Crapes using Nuts and Orange
Reimi Kawashima (Food Professional, Actress)	Recipe using Nuts
Kenji Ujiie (Patissier, Chef)	Gateaux Chocolat (Combination of Nuts and Chocolate)
Kei Kurusu (Gourmet Professional)	Nuts

4) Supporters:

Shoei Foods
American Pistachio Growers
Raisin Administrative Committee
California Walnut Commission
California Prune Board
Blue Diamond Growers
California Fig Advisory Board
U.S. Dairy Export Council
American Peanut Council
SUNKIST Pacific
"Amato Danshi" (sweet-tooth) website

5) ATO Expenses*:

Hall Rental	\$6,731
Rental Equipment/Furniture/Helpers/Printing	\$8,533
Video Filming/Photographing/Editing	\$808

PR	\$0
Other (planning & management, staff lunch, Health Registration, etc.)	\$1,756
Total ATO Expenses	\$1,052

6) Participant Expenses*:

1. Participation fees/direct payments	
a. Average cost per firm	\$202
b. Total for all firms	\$2,019
2. Participants' income from this event	
a. Average cost per firm	\$231
b. Total for all firms	\$2,308

*Rate: ¥78=US\$1.00

7) Product/Sales Information

Number of sampling items	Approx. 50 (+ 40 for selling)
Sampling and selling items	Cookies, cakes, pies, brownies, bars, ice cream, candied apples and snacks using U.S. nuts & dried fruits and other U.S. ingredients including walnuts, pistachios, almonds, pecans, raisins, prunes, figs, dry cranberries, cream cheese, lemons and oranges), Hawaii water, craft beer, and coffee
Total number of sample servings	5,400 (3 sampling items per person. People receives a card for 3 stamps)

8) Web Traffic

Blogs reporting American Nuts Cafe	225
Total blog page views	Approx. 200,000
Facebook members reporting American Nuts Café	81
Total Facebook page views	Approx. 5,000
American Nuts Café website www.nuts-cafe.com Page views (July 15-July 31)	2,947
myfood.jp visits referred by the above sites (July 1-July 31)	Approx. 200

B. FAS FIELD EVALUATION

Consumption of nuts has increased recently due to reporting on the nutritional benefits for health and beauty by a major national TV program in May. To take advantage of this newly found exposure and introduce U.S. nuts to new consumers, ATO Tokyo held a one-day café featuring American nuts and dried fruits at the Roppongi Hills event hall on "Nuts" Day, Sunday, July 22. July 22 is unofficially nuts day because it falls on the 7th month (na-na gatsu) and the date is 2 – 2 (tsu-tsu), so "Na-Tsu".

1) Activity Objectives: "American Nuts Café" was designed for the bloggers and consumers to access to

myfood.jp and buy American nuts and dry fruits. The event was particularly well suited for introducing sweets using U.S. nuts and dried fruits to the Japanese bloggers and consumers.

2) Activity's Success in Achieving the Objectives: "American Nuts Café" was packed with people and had a line at the entrance during the event. The targeted number of visitors of 300 came by 13:00 and the total number of approx. 2000 was recorded by the end of the day. Approx. 70% of them were people who just came by during their visit Roppongi Hills and the remaining 30% were invited bloggers and the people who read the announcement on the internet. The announcement was made on the various websites and social media including a special website and Facebook site for the American Nuts Café (<http://www.nuts-cafe.com/>), the contractor's website and Facebook of Amato-Danshi (<http://www.ama-dan.com/>), our consumer website myfood (<http://www.myfood.jp/>) and, Twitter, participants' websites and their social media. The announcement was also featured on major web portals such as Yahoo and Rakuten. Despite the reasonable rental fee, the event hall was held at one of Tokyo's most prestigious locations, Roppongi Hills. From open to close, the Café had a long line at the entrance with families, couples and bloggers. All the prepared samples had gone more quickly than we planned and the participants served their selling products for sampling.

American Nuts Café had talk shows and cooking demonstration featuring seven speakers including popular patissiers, food professionals and TV celebrities on the stage at the café. Each speaker made announcements in his/her own blog/Facebook/Twitter and many fans of them came to the event.

76% of people replied in the survey that they became knowledgeable about nuts and dried fruits from the U.S., and 62% said that they would access to myfood.jp.

3) Suggestions for Improving Future Activity: The number of visitors was well over than we expected and it caused the shortage of samples, tickets and the questionnaire. The ingredient nuts were short in stock due to the recent nuts popularity and could not make extra order on such short notice. For the future, we should arrange ingredients for the samples much earlier, and ask participants to prepare more samples. This year's Nuts' Day was Sunday, which reduced Cooperators and importers attendance. ATO would like to continue the similar event on the Nuts' Day in the future with more Cooperators and importers in attendance. The event was covered widely in the social media as we planned, but ATO will try to invite more varieties of media for the future event.

4) Public Relations: 225 bloggers including two TV celebrities and 81 Facebook members reported the American Nuts Café. Other media featured the event were The Capitol Press (web), Event Report (web), Field Promotion News (web), MarkeZine (web), The Television (magazine), Inter-FM (radio), FM Yokohama (radio). The total value of the above media is approximately \$11,500.