

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Public

Date: 11/25/2015

GAIN Report Number:

Costa Rica

Post: San Jose

CSSF Activity Report Costa Rica Wine Expo 2015

Report Categories:

CSSF Activity Report

Wine

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Report Highlights:

FAS Costa Rica participated in the National Wine Expo Show on October 7-9, 2015. More than 80 wine distributors distributed wines and complementary products from around the world. Over four hundred people participated in the show, including major players within the Costa Rican import/distributor community and hotel/restaurant representatives.

General Information:

Event Name: ExpoVino

Funds Reservation Number: 55ECSSD6001120PGCSSF00014930

Dates: October 7-9, 2015

City/Country: Alajuela, Costa Rica

Description and purpose of the activity: Local trade event to promote wine in the local community. Show included seminars to educate industry representatives and consumers about the latest trends in wine. Participants included supermarkets, restaurants, hotels, distributors and general food and beverage managers and marketing employees. FAS San Jose participated with a booth to promote U.S. wines and complementary agricultural products.

Expected Results and Desired Outcomes: Increased awareness and consumption of U.S. wines amongst local consumers; increased imports of U.S. wines by local importers and increased knowledge of FAS services.

Actual Results and Outcomes: Expected results included post adding 10 new importers to its contact list and following up with them on programs and promotes new U.S. products. Over 4,000 participants attended the ExpoVino show during the 3-day event, several of whom have been added as new contacts of the FAS San Jose office. FAS also benefitted from this event by increasing its network of importers. A local newspaper mentioned FAS San Jose as a resource for information about U.S. wines. The attendance of the U.S. Ambassador further garnered additional attention for the FAS San Jose booth and U.S. wine exhibitors at the show.

Results/Outcomes	Expected	Actual
1. Increase in interest in U.S. products and FAS services during promotion	NA	NA
2. Number of new contacts added to contact database	100	55

Recommendations/Follow-up Evaluations: Although several U.S. companies/brands were present, a stronger “American”-themes presence will be helpful to further distinguish U.S. brands from other countries. Furthermore, more wines from lesser known regions in the U.S. such as Oregon and Washington will help to increase the image of the United States as a producer of fine wines.

Costs/Revenue

Budget Source	Costs	Revenue
CSSF Funds Reservation Number (Booth rental)	\$1,089/1	

Total	\$1,089	
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1/ Includes approx. \$1,200 for marketing promotional materials purchased under POS activity funds reservation # CT7400005463

Attendees: Approximately 400 participants, including the U.S. Ambassador to Costa Rica.

