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Date: 6/9/2015

GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

Chengdu On-line Retail Promotion and American Food Road Show

Report Categories:

CSSF Activity Evaluation
Agricultural Trade Office Activities
Market Promotion/Competition
Fresh Fruit
Fishery Products
Livestock and Products
Wine
Beverages
Dried Fruit
Tree Nuts
Snack Foods
Retail Foods

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Report Highlights:

ATO Chengdu held an American Food Carnival in Chengdu from May 16-31, 2015. This event was the

combination of two activities: a two-week online retail promotion and a one-day American food road show. This road show featured more than 200 SKUs including U.S. fresh fruit, seafood, meat, wine, craft beer, dried nuts, dried fruits, and snack foods. The total sales of this online promotion were \$40,322. 9 U.S. agricultural cooperators and 9 U.S. food importers/distributors attended the road show as the exhibitors.

For access to the full report, please contact atochengdu@fas.usda.gov

General Information:

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