

Voluntary Report – Voluntary - Public Distribution

Date: January 12, 2024

Report Number: EZ2024-0001

Report Name: FAS Prague Showcases American Food Products During Thanksgiving Celebration

Country: Czech Republic

Post: Prague

Report Category: Beverages, Fishery Products, Livestock and Products, Tree Nuts, Wine, CSSF Activity Report, Promotion Opportunities

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Report Highlights:

FAS Prague organized a high-end culinary event at the Ambassador's residence featuring U.S. food ingredients to showcase their appropriate use in unconventional, fine-dining food service. The popular Czech celebrity chef, Petr Henes, designed a special 7-course menu to maximize the content of authentic U.S. ingredients including beef, fish, seafood, nuts, fruits and vegetables, wines, and distilled spirits. The event demonstrated the highest level of support for American food and highlighted appreciation to 24 VIP guests for their loyalty to U.S. agricultural products.

FAS Prague Celebrates Thanksgiving and American Agriculture:

The Foreign Agricultural Service in Prague, in collaboration with USDA cooperators and local importers, organized a high-end event at the Ambassador's residence featuring U.S. food ingredients to showcase their appropriate use in unconventional, fine-dining food service.

The event, hosted at the U.S. Ambassador's residence, demonstrated the highest level of support for American food products and highlighted appreciation of Czech businesses and institutions for their loyalty to American agricultural products. The event generated social media content to support the use of American food ingredients in first-class cuisine, improved general awareness, and increased interest in U.S. agricultural products among industry decision-makers.

Prominent Czech celebrity chef Petr Henes, one of the most famous Czech master chefs, and his team, designed, created, and served a special 7-course menu to maximize the content of authentic U.S. ingredients including beef, seafood, nuts, fruits and vegetables, and distilled spirits. The pre-plated dinner was served in the dining room. The U.S. ingredients of each course were highlighted and briefly described including the state-of-the-origin remarks by Nicolas Rubio, the Agricultural Counselor.

The key Czech importer of U.S. wines supplied top-quality California wines to pair perfectly with the menu and presented them to the guests during event. Thanks to personal relationships with most of the U.S. winemakers whose wines he is importing, he also provided appealing input and background stories on winemaking in California. Not just the wines, but most of the U.S. ingredients were provided either by USDA partners or by companies owned/managed by other event guests.

The guest list included 24 VIP guests, most of them positioned at the top-EXEC level, representing food-related business sectors (retail, hotels/tourism, wholesale, food processing), press (the editor-in-chief of Forbes Czech Republic), governmental (Czech Ministry of Agriculture), and NGO institutions that FAS has been partnering with on various projects.

FAS hired a professional photographer to take pictures, particularly during the food make-readies (to be used for post-event marketing outreach) and during the informal networking part of the event. Pictures were used on both Embassy Prague and USDA's DelicioUS! social media. Additionally, FAS coordinated with the Embassy's social media team to make a short video that was posted on Instagram and expand the event's social media reach.

The event was a unique opportunity for all to not just evaluate high-quality U.S. food products, celebrate Thanksgiving, but also to engage with other guests in food- and culinary-related conversations.

Expected Outcomes and Results

- “Soft sale” networking outreach aiming at developing the existing and establishing new business contacts.

- Increase awareness and demand for high-quality U.S. food products in the Czech market.
- Promotion event taking advantage of a unique American-specific holiday, Thanksgiving Day, to recognize and appreciate the long-term interest of Czech businesses and institutions in U.S. agricultural products.
- Engage with EXEC-level decision makers and lifestyle media to raise their awareness of U.S. high-quality food products.
- Enhance trade relations between local importers and buyers.

Recommendations/Follow-up Evaluations

This was the first activity focused on combining of as many as possible U.S. ingredients in the fine dining food service conducted in the Czech Republic. High-quality products already acquired a recognized position in the competitive and price-sensitive Czech market. However, increasing general awareness and developing the market share in this market require marketing efforts to take place on a regular basis.

Media Outcome

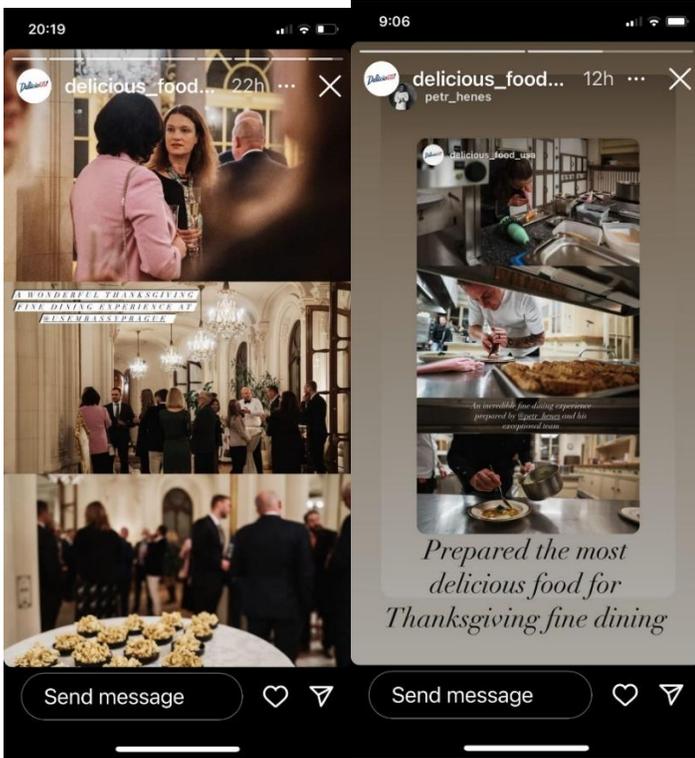
- The event was highlighted on Embassy Prague and *DelicioUS!* social media as well as posted on the private accounts of many guests (see examples below).
- Lifestyle press was represented by the editor-in-chief of Forbes Czech Republic, a valuable contact to continue fruitful and long-term cooperations.

The Social Media team of the U.S. Embassy in Prague created posts on Facebook, Twitter, and Instagram and evaluated the exposure specified in the chart below. The event-related posts received average or slightly above-average attention compared to other topic contributions of the Embassy Prague's social media.

Platform	Format	Reach	Interactions	Engagement Rate	Video Plays
Facebook	Post with photos	4569	331	7.2%	N/A
Facebook	Video	2172	105	4.8%	690
Twitter/X	Post with photos	1690	242	N/A	N/A
Instagram	Reel	2491	121	N/A	4029

Photos





Post Information

If you have questions or comments regarding this report, please contact the U.S. Foreign Agricultural Service Office in Prague:

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Attachments:

No Attachments.