

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 9/22/2015

GAIN Report Number:

Philippines

Post: Manila

Festival Supports U.S. Exports of Gourmet Products to Philippines

Report Categories:

CSSF Activity Report

Market Promotion/Competition

Approved By:

Ralph Bean

Prepared By:

Maria Ramona C. Singian

Report Highlights:

FAS Manila partnered with Hyatt City of Dreams Manila, the Nebraska Department of Agriculture, the U.S. Meat Export Federation, Cargill Meat Solutions and local importers in featuring U.S. gourmet food and beverage (f&b) products at the “From the Land of the Free to the Pearl of the Orient” festival.

Guest chefs Jay McCarthy and Pete Geoghegan launched the event at The Café, the hotel’s all-day buffet dining outlet, with Ambassador Philip S. Goldberg as the guest of honor. The festival gained strong press coverage, enabling importers to maximize their reach to current and potential customers during the lead-in to the holidays. Despite stiff competition, exports of U.S. f&b products are expected to reach a record \$1.2 million by the end of the year, almost double 2010 levels.

Background on the Philippine Market:

U.S. food and beverage (f&b) exports to the Philippines grew 11 percent in 2014, reaching a record \$1.1 billion. As the number one market in Southeast Asia and the 10th largest market in the world for U.S. f&b products, the Philippines purchased enough value-added goods in 2014 to fill roughly 27,000 container trucks stretching more than 360 kilometers. Growth across the sector is exceptionally broad-based, with more than half of the products that comprise the f&b category setting new records. The top five exports in 2014 were dairy products, meat & poultry products, prepared food, processed vegetables, and fresh fruit. While sales for these products are expected to remain strong in the coming years, prospects are excellent for a wide variety of f&b products particularly those that can be classified as “healthy,” “convenient” or “gourmet.”

Activity Name: From the Land of the Free to the Pearl of the Orient
U.S. Food and Wine Festival

Date: September 12-20, 2015

Promoted Products: U.S. beef, pork, poultry, seafood, dehydrated potatoes, sauces, dried fruits, nuts, sparkling juice, and wines

CSSF Amount: \$2,600

Note: FAS Manila extended an invitation to State Departments of Agriculture, Cooperators and local importers to participate in the festival.

Profiles of Guest Chefs:**Jay McCarthy**

Born in New York, raised in Jamaica, and educated in Texas—this multicultural visionary has parlayed his diverse background into a unique and innovative culinary style that has earned him repeated accolades. He was named Alamo City's Best Chef in 1994, received accolades at San Antonio's Cascabel Restaurant, and garnered the Critic's Choice Award at the Texas Hill Country Food and Wine Festival. He has been designated as a Certified Culinary Professional by the International Association of Culinary Professionals. McCarthy has traveled to numerous countries offering insights to chefs as a consultant for the Texas Beef Council, the Nebraska Beef Council, and the U.S. Meat Export Federation. Currently, McCarthy fills the position of Corporate Chef for Group970 Restaurants in Beaver Creek, Colorado's Vail Valley, overseeing all culinary operations of the company's four restaurants—Blue Moose Pizza, Beaver Creek Chophouse, Vail Chophouse and 188 SOUTH.

Pete Geoghegan

Sr. Corporate Chef, Cargill Meat Solutions



Pete Geoghegan brought over 20 years of experience when he joined Cargill Meat Solutions in Wichita, Kansas as Corporate Chef in 2004. Five years later, Pete relocated to Cincinnati, Ohio and joined Brand Management Solutions (owned by Cargill) that exclusively works with Kroger Co. He collaborated with chefs from all of Kroger's divisions across the U.S. to bring consistency to Kroger's food programs. In 2013, he moved back to Wichita as Sr. Corporate Chef in Cargill's new Culinary Innovation Center. Pete is a graduate of Culinary Institute of America (CIA). After graduating with honors, he taught at CIA as a Fellow (assistant instructor) in Seafood Cookery and Fabrication, and in the American Bounty Restaurant.

Event Photos and Media Releases Generated:

<p>Pre-event Exposure</p>	<p>Invitational Luncheon with US Ambassador H.E. Philip Goldberg</p>
	<p>Online / Social Media</p> <p>FaceBook Instagram Bloggers</p>
<p>Invitational Luncheon with US Ambassador H.E. Philip Goldberg</p>	<p>Post-Event Media Exposures</p>

US Embassy Facebook post
484 likes



Facebook posts

Hiyatt City of Dreams Facebook post
2,454 reached



Facebook posts



Instagram recent posts by Hiyatt

#HiyattCityofDreamsManila



Instagram posts

#FindYourFavorite



Instagram posts by CJ Juntarwal, @eatgirlmanila

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Instagram posts by Media Supporter Cyrene de la Rosa of CHOWBUZZ

#FindYourFavorite



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Instagram post by Jane Go, @sugar_n_spice_88. Caption: From the land of the free To the pearl of the orient...

Instagram recent posts by Jane Go, @sugar_n_spice_88

#FindYourFavorite



Instagram post by Jane Go, @sugar_n_spice_88. Caption: A celebration of food from America...

Instagram recent posts by Jane Go, @sugar_n_spice_88

Instagram post by Nina Daza-Puyat, Editor of Appetite Magazine



Instagram post by Nina Daza-Puyat, @ninadp8

Jane Go, sugargospice.com

http://www.sugargospice.com/blog/american-food-promo-online-release/



American Food Promo Online Release



American Food Promo Online Release

Lou Albano, Coconuts Manila

http://manila.coconuts.co/2015/09/15/you-only-have-five-more-days-get-load-huge-slab-meat

YOU ONLY HAVE FIVE MORE DAYS TO GET A LOAD OF THAT HUGE SLAB OF MEAT



American Food Promo Online Release

Tales from the Tummy, Richard Co

http://www.talesfromthetummy.com/get-beefed-out-at-the-cafe-in-the-city-of-dreams/



American Food Promo Online Release

Broadsheets

Manila Bulletin
Philippine Star
BusinessWorld
The Daily Tribune

Post-Event Media Exposures - Broadsheets

BusinessWorld

By Joseph Garcia
Sept 17



Post-Event Media Exposures - Broadsheets

<p>The Philippine Star By Joanne Rae Ramirez Sept. 17</p> 	<p>The Philippine Star By Joanne Rae Ramirez Sept. 17</p> <p>PRINT ARTICLE</p> <table border="1"> <tr> <td>PRINT ARTICLE DETAILS</td> <td>PUBLICATION DETAILS</td> <td>AD VALUE</td> </tr> <tr> <td>TITLE Getting into the meat of US-Phil ties</td> <td>PUBLICATION The Philippine Star</td> <td>AD VALUE 89,532.10</td> </tr> <tr> <td>PUBLICATION DATE Thu, Sep 17, 2015</td> <td>SECTION Special Section</td> <td>PR VALUE 161,157.78</td> </tr> <tr> <td>AUTHOR Joanne Rae Ramirez</td> <td>ISSUE 529</td> <td>PR MODIFIER NONE COLOR MULTIPLE</td> </tr> <tr> <td>KEYWORD "It's the best of worlds"</td> <td>PRINT ARTICLE ID 258753000000</td> <td></td> </tr> </table>	PRINT ARTICLE DETAILS	PUBLICATION DETAILS	AD VALUE	TITLE Getting into the meat of US-Phil ties	PUBLICATION The Philippine Star	AD VALUE 89,532.10	PUBLICATION DATE Thu, Sep 17, 2015	SECTION Special Section	PR VALUE 161,157.78	AUTHOR Joanne Rae Ramirez	ISSUE 529	PR MODIFIER NONE COLOR MULTIPLE	KEYWORD "It's the best of worlds"	PRINT ARTICLE ID 258753000000	
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Notes:

1. The event photos and media releases were compiled by Hyatt City of Dreams Manila.
2. Hyatt City of Dreams Manila estimates advertising values reached PhP272,449 (\$5,867) and press release value reached PhP479,884 (\$10,329).
3. Current Exchange Rate: PhP46.46=1 US\$