

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary - Public

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Philippines

Post: Manila

Huy Fong's Sriracha Sauce Enters Philippine Market

Report Categories:

Export Accomplishments - Trade Leads

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Report Highlights:

FAS Manila worked with JDR Sales and Marketing Group LLC (JDR), a company based in Granada Hills, California and the designated exporter to the Philippines of Huy Fong Foods Inc. located in Irwindale, California to connect with importers. This led to JDR awarding exclusive importation and distributorship to World Wide Food Services. JDR anticipates sales of Huy Fong's Sriracha sauce to the Philippines will reach \$500,000 by the end of 2019.

General Information

FAS Manila began working with JDR Sales and Marketing Group LLC (JDR) of Granada Hills, California in October 2017 by providing up-to-date market information, identifying market entry strategies, and arranging one-on-one meetings with potential import partners. JDR appointed World Wide Food Services as its exclusive importer and distributor in the Philippines. Huy Fong's Sriracha sauce has long been a popular condiment in local Asian-themed restaurants and higher income households. The product had been entering the market intermittently through consolidators. The appointment of World Wide Food Services promises continuous supply and availability nationwide. JDR expects to ship a total of 10 twenty-foot containers by the end of 2019 amounting to \$500,000 in expected annual sales.

The United States is the Philippines' largest foreign supplier of high-value, consumer-oriented food and beverage products with record sales of \$1 billion in 2018, up 13 percent from the previous year, and the Philippines is the United States' largest market in Southeast Asia. Total exports of condiments & sauces to the Philippines more than doubled over the past five years (2013–2018) to a record \$37.7 million in 2018. Traders are optimistic that the country's resilient economy, a young, fast-growing, highly-urbanized population, and the expansion of modern supermarket chains and fast-food franchises nationwide create strong opportunities for U.S. food and beverage products.

Further Information and Assistance

USDA-FAS at the U.S. Embassy in Manila is ready to help exporters of U.S. agricultural products achieve their objectives in the Philippines. For further information or assistance, please contact:

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