

Voluntary Report – Voluntary - Public Distribution

Date: May 29, 2024

Report Number: TW2024-0024

Report Name: Mei-Tai IPA Beerchela Delivered Hoppy Reverberations

Country: Taiwan

Post: Taipei ATO

Report Category: Export Accomplishments - Events, MISC-Commodity, SP1 - Expand International Marketing Opportunities

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Report Highlights:

ATO Taipei, in partnership with thirteen Taiwan craft beer breweries and four U.S. craft beer importers, delivered a successful consumer-facing craft beer festival that promoted U.S. ingredients through 84 craft beers. The two-day event highlighted eleven limited-edition Taiwan-brewed India Pale Ales (IPA), inspired by the U.S. craft breweries and formulated with U.S. ingredients including hops and yeast. Following up the event, nine breweries reported that they would commercialize the IPA created for this event, given the positive feedback from consumers.

Program summary:

Riding the momentum of February's Hoppy Duo India Pale Ale (IPA) seminar, ATO Taipei brought together the finest from Taiwan's thirteen craft breweries and four U.S. craft beer importers to showcase a wide variety of IPAs, all brewed with U.S. hops and special ingredients, to Taiwan consumers, at Funtasty MAJI Bazaar on April 27 – April 28.

The third year ATO Taipei-led craft beer festival highlighted IPAs, with a showcase of 84 craft beers, including the imported U.S. beers and locally brewed beers. The ingredients that were promoted included U.S. hops, malt, tar cherry concentrate, and yeast.

The festival also promoted imported U.S. IPAs represented by AleSmith, Fremont, Grimm, LCB, Monkish, Noble Ale Works, Rogue, Sierra Nevada, and Societe.



From Brut IPA to West Coast IPA, DIPAs, New England Hazy IPA, Kettle Sour IPA, and Triple IPA, the Mei-Tai IPA Beerchela introduced every imaginable style of IPA to Taiwan consumers, accompanied by numerous craft beer experts.



Event Successes

- ATO Taipei successfully crafted a holistic promotion of the craft beer industry. The two-day event highlighted eleven limited-edition Taiwan-brewed IPAs, featuring twenty-two varieties of U.S. hops. Each IPA or Taiwan brewery is inspired by a specific U.S. craft beer, which the brewer shared his/her stories via social media. Nine breweries reported that they would commercialize the beer created for this event, given the positive feedback from consumers. (Appendix 1: Beer List)
- In the lead-up to the event, ATO Taipei showcased the narratives and inspirations of Taiwan-based brewers influenced by U.S. craft beer via social media. This underscored the vibrant cultural ties between the United States and Taiwan, motivating consumers to try the inspiring U.S. beers and U.S.-inspired Taiwan-brewed ones.



The founders of EQ are two MIT geeks who view beer with a scientific romance, even reflecting this in the names of their brand name. Therefore, in brewing American-style beers, we double down on studying fermentation temperatures and the timing of hop's usage. We believe that the scientific expertise embodies the spirit of brewing American IPAs.

– Kevin Chang, Head brewer of Zhangmen Brewing Co.

Attachments:

No Attachments.