

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Guatemala

Post: Guatemala

Sabor USA - Guatemala

Report Categories:

Market Promotion/Competition

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Report Highlights:

On May 21, FAS Guatemala held a Sabor USA food and cooking event in Guatemala to promote U.S. food and beverages and promote the Sabor USA logo. Twenty stands were set-up for USDA Cooperators, State and Regional Trade Groups, and local importers to showcase U.S. food products. In addition, culinary presentations were conducted at the event promoting U.S. products such as apples, rice, meats, and bakery goods. An estimated 5,000 people attended the event.

General Information: SABOR USA – GUATEMALA



FAS Guatemala launched its first Sabor USA activity on May 21, 2017 at Paseo Cayalá, one of the most popular entertainment and dining districts in the city. The event was funded by the Business Facilitation Incentive Funds (BFIF) from the State Department, and FAS worked with the U.S. Commercial Service and the State Department to organize the event, which attracted more than 5,000 people.

During the all-day event, twenty stands were set-up for companies to showcase U.S. food products, provide samples and information to consumers. A main stage hosted cooking demonstrations that promoted U.S. products such as apples, potatoes, rice, beef, pork, dried beans, bakery goods, and frozen potatoes.

Local, well-known chefs presented recipes, offered samples of dishes, answered questions from the audience, and offered tips in using these U.S. products in the recipes. U.S. Ambassador to Guatemala, Todd Robinson, also attended the event and met with participants.

U.S. processed food exports are one of the fastest growing sectors in Guatemala. Last year, Guatemala imported nearly \$400 million of U.S. consumer-oriented food products, from poultry, pork, and beef to snacks, beer, and pasta. Supermarket sales continue growing and new supermarket units are being built not only in Guatemala City, but also in the interior of the country, which sell a wide variety of U.S. products. U.S. products give the Guatemalan consumers access to consistently high-quality and competitively priced foods. Some of the products showcased were new to the market, and through this activity, companies were given the opportunity to create brand awareness.

Food Export USA recruited a group of six U.S. companies: Herr Foods Inc. (jalapeno cheese curls); Lives Smart/Simply Smart (granola bars); The Freemont Company (BBQ sauce); Color Brands (powder drink); Medora Snacks (chips pop corners); and Peak Organic (beer).

Customer surveys will provide valuable feedback to U.S. companies who participated.

The event was the first of many other Sabor USA marketing activities that FAS Guatemala will carry out in the next few years. Post will continue conducting marketing activities to make Guatemalan consumers identify and relate the Sabor USA logo with affordable, high quality, and safe food products. The joint effort with other U.S. Government agencies such as the U.S. Commercial Service and State Department; USDA Cooperators, and U.S. State Regional Trade Groups, will help FAS offices around Latin America make this a successful brand.



Following is a list of different videos, photos, and press interviews conducted prior and during the event:

<http://www.prensalibre.com/economia/la-feria-sabor-usa-llega-a-guatemala>

<https://www.youtube.com/watch?v=0bVwnL5kf3E>

<https://www.youtube.com/watch?v=WDRsw2YB8K0>

<https://www.flickr.com/photos/usembassyguatemala/albums/72157681291421742>

<https://www.facebook.com/TvAgroGuatemala/videos/1331489283572929/>

The following Cooperator and Regional Trade Associations participated in the event:

- Food Export Association of the Midwest - Food Export USA – Northeast <https://www.foodexport.org>
- Idaho Potatoes <https://idahopotato.com>
- Potatoes USA www.potatoesusa.com
- U.S. Dry Beans Council (USDDB) www.usdrybeans.com
- U.S. Meat Export Federation <https://www.usmef.org>
- USA Poultry & Egg Council www.usapeec.org
- U.S. Rice Federation <https://usarice.com>
- U.S. Rice Producers Association www.usriceproducers.com
- Washington Apples Commission www.bestapples.com