

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 12/07/2012

**GAIN Report Number:**

## Nicaragua

**Post:** Managua

### TASTE OF CALIFORNIA SHOW

**Report Categories:**

Trade Show Evaluation

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**Report Highlights:**

Overall, this show has potential to be a good source of contacts for Nicaraguan companies and perhaps for other Central American importers. It offered a different mix of products than the Miami Food and Beverage Show, which is highly attended by many Central American importers. Post will consider this show for promotion in 2013.

**General Information:**

For the first time, FAS Managua promoted the Taste of California food show and recruited two companies to go to the event. In the end, only one company attended, however, this is a new show for Nicaraguan importers and there was only one month to recruit and register companies before the show took place. The California Agricultural Export Council worked with the California Center for International Trade Development in putting on the "Taste of California" show/conference from November 5-7, 2012 at the Oakland Marriot City Center. Registration to this event included an all-event pass, three nights of lodging, all meals at conference, one-on-one appointments with qualified suppliers, networking reception and optional site visits after the conference.

Two representatives from a Nicaraguan importer, DISOCSA, attended. According to these attendees, this was a quality show. They made contacts with different enterprises that sell dry fruits and wines. They believed that the price of the wines are too high for them to successfully import into the Nicaraguan market, but they will keep negotiating with other suppliers. They are also trying to bring olives from the company Lindsay but have not yet reached an agreement. They are also in communication with a company called ATI that could sell peanut butter, syrup and instant tea.