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Global Agricultural Information Network

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Chile

Food Processing Ingredients

Chilean Food Processing Ingredients Report

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Report Highlights:

The Chilean food processing industry represents 25 percent of the country's economy with annual sales of \$34 billion. It is expected that in 2030 the food industry will account for one third of the country's economy. Nearly half of the industry's output is consumed domestically while the rest is exported to the rest of the world. Chile is considered a "business center" for the distribution and production of processed foods, with more than one hundred multinationals operating in the country. In addition, Chile enjoys a robust commercial network thanks to its 26 trade agreements with 64 countries.

The following value-added food products and ingredients have sales potential in the Chilean market: Healthy foods, gourmet foods, prepared foods, and ready-to-eat meals, innovative natural ingredients, and specialized additives as well as functional ingredients.

Post:

Santiago

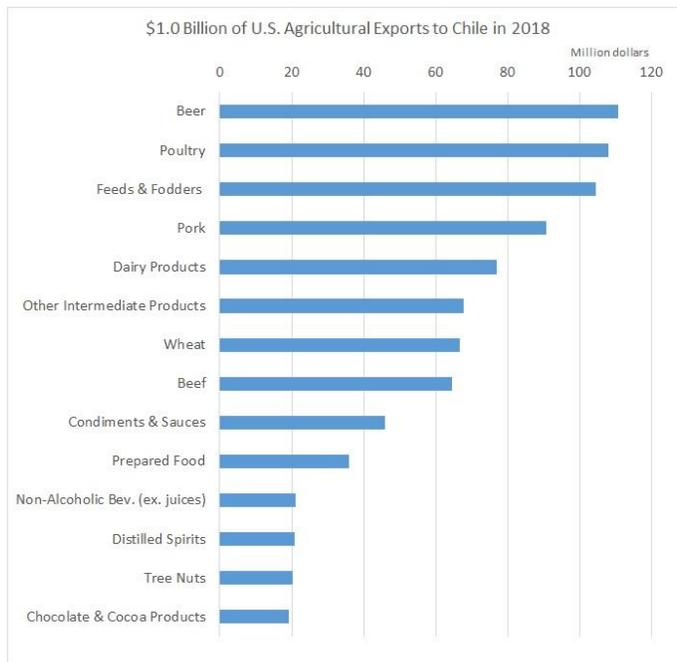
MARKET FACT SHEET: CHILE

Executive Summary

Chile is a South American country that borders the South Pacific Ocean, Argentina, Bolivia, and Peru. Chile is divided into 16 regions, of which Santiago, the capital of Chile, is the most densely populated with 7.5 million out of the 18.8 million citizens. In 2018, the GDP reached \$290 billion. GDP per capita in current prices grew by 4.0 percent and reached \$15,426 in 2018 (based in Chilean Central Bank data). This is the highest in the Latin American region and is the main driver for consumer spending. Chile's GDP growth was 4 percent in 2018. The World Bank predicts Chile's GDP will reach 3 percent in 2019 while consumer expenditure is projected to have a real growth of 3.6 percent in 2019.

U.S. exports of agricultural & related products reached \$1.0 billion in 2018, which represents a 4 percent increase over the same period in 2017.

Top U.S. Agricultural Exports to Chile



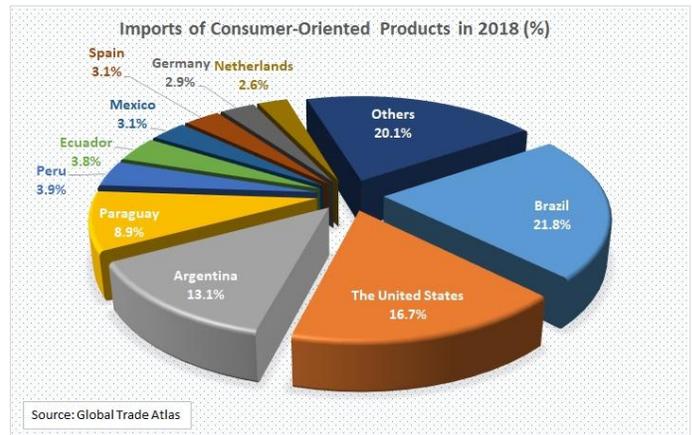
Source: U.S. Census Bureau Trade Data

Imports of Consumer-Oriented Agricultural Products

In 2018, Chile imported \$3.7 billion worth of consumer-oriented agricultural products from the world and \$669 million from the United States, a 5.6 percent increase over 2017, and the highest level of exports recorded so far. The top U.S. agricultural exports to Chile are beer, poultry, pork, dairy products, beef, condiments and sauces.

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Source: Global Trade Atlas

Chile has a modern and developed food processing industry that represents 25 percent of Chile's economy and is forecast to grow to more than 35 percent by 2030. The food and beverage industry is expected to grow by 6.6 percent annually. Chile is among the top ten agricultural exporters in the world. Chile's main agricultural exports are wine, fresh fruit, dairy, meat and fishery products. Healthy foods, gourmet foods, prepared foods and ready-to-eat meals show huge potential for growth in the Chilean market. Food processing companies are constantly looking for innovative ingredients for production of healthier foods especially those for consumers with food intolerances such as lactose and gluten-free products. Chilean consumers have an increasing concern for health-related issues while the food processing industry continues to adapt to the nutritional labeling law, higher labor costs, and sophisticated consumers, all of which present challenges, but also opportunities for U.S. high value-added products and ingredients such as natural additives, preservatives, thickeners and sweeteners.

Food Processing Industry

Quick Facts

Imports of Consumer-Oriented Products 2018: \$669 million

Top 10 Food Processing Companies in Chile (by market share):

- | | |
|--------------------------|-----------------------------|
| 1. Agrosuper S.A. | 6. Colun Ltda. |
| 2. Nestlé Chile S.A. | 7. Evercrisp Snacks S.A. |
| 3. Empresas Carozzi S.A. | 8. Unilever Chile Food S.A. |
| 4. Watt's Alimentos S.A. | 9. Cial Alimentos S.A. |
| 5. Soprole S.A. | 10. Arcor Chile S.A. |

Food and Beverage Trends in Chile for 2019:

Healthy foods (natural derived, with few preservers and additives); healthy snacks; healthy beverages (natural ingredients, functional drinks); ready-to-eat foods; frozen meals; sweeteners; natural additives, natural preservatives, thickeners and ingredients for food intolerance products (like lactose and gluten-free products).

GDP/Population 2018

Population: 18.8 million
 GDP: \$290 billion
 GDP Per Capita: \$15,426

Sources: Global Trade Atlas, Euromonitor, and trade interviews

Executive Summary:

SECTION I. MARKET SUMMARY

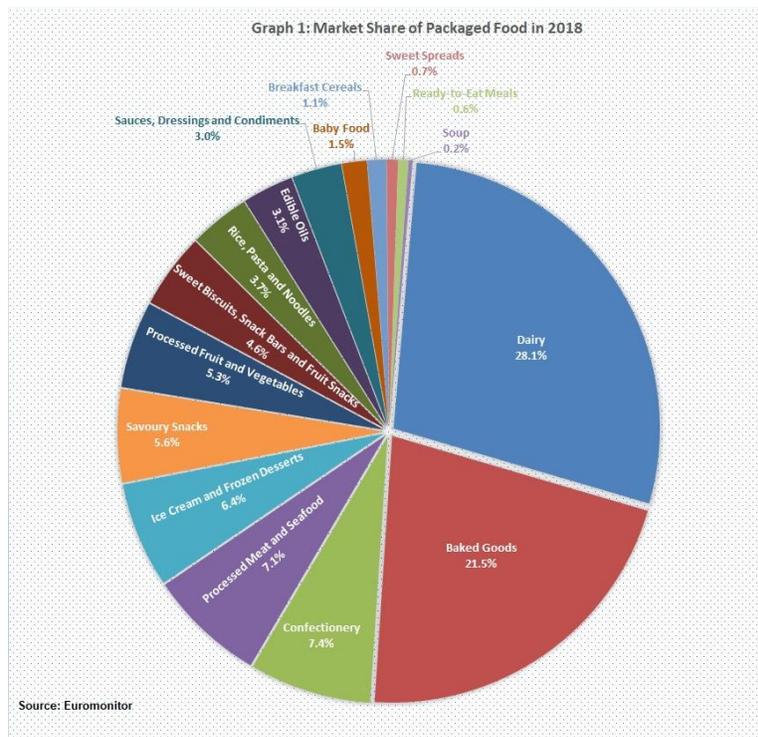
Chile’s economy is driven by exports, concentrated primarily in cooper and its agricultural sectors, fresh fruit, forestry, and fishery products. The agriculture industry is responsible for 28 percent of total Chilean trade. Twenty percent of Chile’s labor force is engaged in agriculture. Chile has an open economy and is very committed to trade liberalization. Chilean exports reach markets that represent 86.3 percent of the global GDP with privileged tariff conditions as Chile has negotiated 26 trade agreements with 64 economies, notably the U.S.-Chile Free Trade Agreement (FTA), which entered into force in 2004. As of 2015, all trade tariffs have been successfully eliminated and all U.S. exports enter Chile duty-free. Since the U.S.-Chile FTA came into effect, U.S. exports to Chile have grown 700 percent while Chilean agricultural exports to the U.S. have grown by 90 percent. Chile is the fourth largest market for U.S. food and agricultural products in Latin America. In 2018, 26 percent of Chile’s agricultural exports reached the U.S. making it the largest market for Chilean agricultural products.

Chilealimentos, the Chilean Association of Food Processing Companies, reports that the Chilean food and beverage sector is the main productive activity in the country, with annual sales of \$34 billion. Furthermore, 54 percent of total food production is destined to the domestic market and 46 percent is exported to more than 190 countries worldwide. According to the Chilean Central Bank, food exports in 2018 totaled \$18.1 billion, and grew by 10.6 percent in value over 2017.

InvestChile reports that 76 percent of the food industry consists of fresh production (agriculture) and 23 percent is made up of packaged foods. The Chilean government supports the food processing industry because its strategic goals is to diversify the economy and move beyond exports of primary agricultural products to value-added products.

Chile’s wide variety of climatic conditions and terrain throughout its 16 regions, make it an ideal country for agriculture and fishery production while allowing the Chilean food processing industry counter-seasonal agricultural production for Europe and the United States, which is very attractive for international food processing countries that depend on all year-round supply of agricultural products.

Thanks to Chile’s reputable and stable investment environment, multinational food and beverage companies have invested in Chile for years. *Nestlé*, for example, opened its manufacturing plant in Chile in 1936 and has become an important employer with 3,000 employees, and an economic actor in the Latin American region. *PepsiCo* built its plant in Chile in 1982 and has opened 25 distribution centers, employing more than 2,000 people. In terms of value sales, Chile’s package food value in 2018 reached \$10 billion, nearly dairy products, which reached \$4.5 billion followed by the baked goods category valued at \$3.5 billion.



1936 with in the first 2,000 nearly dairy

| ADVANTAGES | CHALLENGES |
|--|--|
| The U.S. is a strong trading partner for Chile: The U.S.-Chile | Chile has 26 FTAs with 64 countries, and importers |

| | |
|--|---|
| Free Trade Agreement (FTA) facilitates commerce. | do not depend on products from a specific region. Instead, imports that offer the best price and quality worldwide are the most attractive. |
| U.S. food products are perceived as being of high quality, especially meat products (revealed in interviews). | Chilean consumers are used to competitive prices due to the openness of the economy. Moreover, economic slowdown has increased consumers' price-sensitivity. |
| Demand for healthier ingredients has increased due to food processors that are seeking solutions to produce healthier foods, which do not exceed the nutritional limits set by the 2016 nutritional labeling law. | The establishment of personal relationships is often not a priority for U.S. companies. Chileans value face-to-face meetings and strong personal relationships. |
| U.S. products and ingredients are known to be innovative and follow new trends. | Most U.S. companies prefer to use "traders" and are not used to export directly to Chilean clients. |
| Distributors are the main channel for imports to enter the Chilean market. Only the largest players are able to build up the infrastructure and invest in facilities to be able to import directly while small food processors still depend on distributors. | Healthy foods are often considered "premium" or "gourmet" foods, thus Chilean consumers are likely to pay higher prices, however, this is still a niche market. |
| Consumers' demand for premium processed foods and beverages that provide convenience and healthy benefits continue to increase. | |

SECTION II. ROAD MAP FOR MARKET ENTRY

A. ENTRY STRATEGY

The United States Department of Agriculture, Foreign Agricultural Service (FAS) in Santiago, Chile, advises U.S. exporters to check that their products meet the most up to date Chilean regulations to ensure a straightforward entry strategy into this market. FAS Santiago maintains listings of potential importers and develops sector-specific information to help you introduce your product in Chile. State Regional Trade Groups (SRTGs) and Trade Associations are in constant contact with FAS Santiago staff and are valuable partners when approaching the market. Critical considerations of market entry include the following:

- U.S. exporters of food ingredients have two main ways of entering the Chilean market: by selling to distributors or exporting directly to Chilean companies.
- The use of distributors, agents or representatives depends on the type of product and on the size of the food processing company. Smaller food processors will often not present the volume and expertise to import directly whereas larger food processors might prefer to buy directly in order to benefit from more competitive prices, and to further avoid paying commissions to intermediaries. Larger food processors reported to be generally willing and open to import in the case that the products are competitive in price and quality.
- Smaller processors are most likely to make use of a distributor. Distributors offer a variety of services like packaging, quality control, and food safety inspection.
- Alternatively, U.S. food ingredients exporters that plan to sell large volumes of their products can establish a local subsidiary or set up a local office. Once successfully established, these producers may decide to expand operations and use Chile as an exporting platform for the Latin American region. Establishing a location production guarantees customer service, product quality, and helps to establish a strong local presence.
- The main entry for imports to Chile is via seaports, the most important ones being San Antonio and Valparaiso. Once goods have entered Chile, they are transported via highways.
- Personal relationships are extremely important in Chile, as such, it is recommended to build connections in order to become a trusted business partner. This may rely on good customer services, such as personal visits and extensive follow-up. This can be achieved either directly or by hiring a local representative. It is worth noting that the reputation of a U.S. supplier is strongly affected by the quality of its representative. Additionally, U.S. exporters that want to enter the Chilean market should seek to make use of already existing relationships they might have with international food processing companies. Having a contact often makes market entry easier.
- U.S. suppliers should offer a strong value-added proposition to Chilean counterparts that showing that they are competitive in quality, prices, and payment conditions. Chile is an open economy and the food industry is very

competitive.

- To be an attractive alternative to domestic producers, quality must be high. Moreover, companies that import ingredients from the U.S. report that good payment conditions are relevant selection criteria of business partners. These conditions have to be competitive with European suppliers who often allow longer terms of payment (between 90 to 120 days).
- In terms of regulations, producers seeking to export to Chile need to take into account that to enter Chile, the Chilean health authorities must approve all edible products and receive a registration number, as well as sales permit before entering the market. The regulations prohibit adulterated foods as well as those labeled incorrectly. The last implementation phase of the 2016 [nutritional labeling law](#), which defines limits of sugar, saturated fats, calories, and sodium ingredients, will take effect in June 2019. Imported products either have to carry the label or repackaged in Chile. All labels must be in Spanish. For more information, see: [Chile: FAIRS Country Report](#).

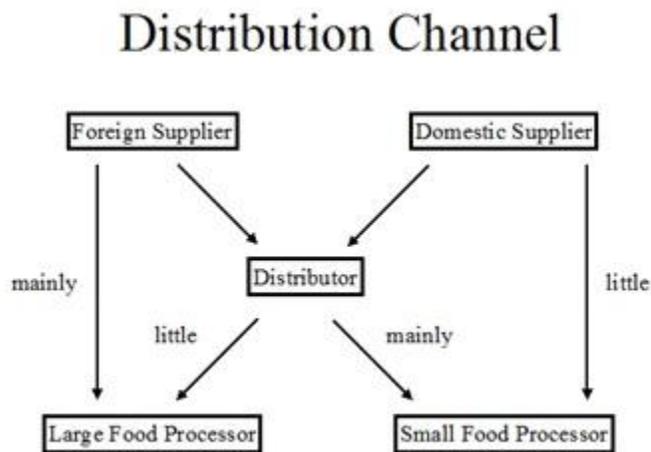
B. IMPORT PROCEDURE

FAS Santiago recommends that U.S. exporters verify relevant import requirements with their Chilean clients, who normally have the most updated information on local import requirements, prior to export. Final import approval of any product is subject to the importing country’s rules and regulations as interpreted by border officials at the time of product entry.

For details on how to export to Chile, please refer to Chile’s Global Agricultural Information Network (GAIN) reports: [Chile: Exporter Guide](#), [Chile: FAIRS Export Certificate Report](#) and [Chile: FAIRS Country Report](#).

C. MARKET STRUCTURE

Graph 2: Food Processing Ingredients Distribution Channel



The distribution flow varies depending on the origin of ingredients, as well as on the size of the food processor. While local inputs are mostly sourced directly from the producer, foreign products are more commonly purchased from distributors.

Large food processors are able to import directly due to volume and expertise. Small companies that produce processed foods, however, will often depend on an intermediary such as a distributor to receive the necessary foreign ingredients. Larger companies buy directly from producers or distributors.

Food processors sell their products nationally or internationally. Some big international companies use their production plants in Chile to serve other markets in Latin America. Chilean food processing companies

mainly sell retailers such as supermarkets and hypermarkets (60 percent of all processed food). A smaller share of packaged food is sold through traditional grocery retailers such as independent small grocers or food/drink specialists (38 percent). In 2018, less than two percent of processed food was sold through internet retailing. For more details on Chile’s retail sector, please see [Chile: Retail Foods Report](#).

D. MAIN COMPANY PROFILES & COMPANY PRODUCTS

Table 1. Top Food & Beverage Companies in Chile

| Company | Product Type | End Use Channels | Production Location | Procurement Channels (Direct, Importers, Distributors) |
|-----------------------|---|------------------|---------------------|--|
| <i>Agrosuper S.A.</i> | Chicken, pork, turkey, salmon and processed foods (Brands: Super Pollo, | Retail | Chile | Own Production, importers of animal feed |

| | | | | |
|---|--|--------------|-----------------------------|--|
| | Super Cerdo, Super Salmon, La Crianza, Sopraval) | | | and corn |
| <i>Nestlé Chile S.A.</i> | Coffee, breakfast cereals, chocolates, cookies, dairy products, pet food, ice cream, infant formula, etc. | Retail & HRI | Chile | Own Production + Suppliers (national and international) of Ingredients |
| <i>Empresas Carozzi S.A.</i> | Pasta, confectionary, sauces, tomato paste, dessert, fruit pulp, flour, beverages, animal feed | Retail & HRI | Chile, Peru | Own Production + Suppliers (national and international) of Ingredients |
| <i>Viña Concha y Toro S.A.</i> | Production, distribution and exportation of Chilean wines | Retail & HRI | Chile | Own production and direct purchase from producers |
| <i>Conserva Pentzke S.A.</i> | Canned fruits and vegetables and puree fruits | Retail & HRI | Chile | Own production and direct purchase from producers |
| <i>Compañía Cervecerías Unidas S.A. (CCU)</i> | Production and distribution of beer, soft drinks (including fruit nectars) and mineral water in Chile. | Retail & HRI | Chile, Argentina | National and international suppliers |
| <i>Watt's Alimentos S.A.</i> | Fruit (including juices, nectar, jam); dairy products (creams, cheeses, yoghurts, ...); Oilseed products (Oil, margarines); frozen fruit and vegetables; fresh pasta; wine | Retail & HRI | Chile and Peru | National and international suppliers |
| <i>Soprole S.A.</i> | Dairy products | Retail & HRI | Chile | National dairy farmers and suppliers of raw materials (national and international) |
| <i>Embotelladora Andina S.A.</i> | Production and distribution of bottled fruit drinks, mineral water and carbonated beverages, including Coca-Cola beverages. The company also manufactures processed fruit and plastic bottles. | Retail & HRI | Chile, Brazil and Argentina | National suppliers |
| <i>Colun Ltda.</i> | Dairy products | Retail & HRI | Chile | Own production |

Source: Based in companies interviews

Nestlé maintained the market share lead in packaged food in 2018 thanks to its wide portfolio of popular products. However, the company continued to lose market share in 2018 due to growing competition from local players such as *Watt's Alimentos S.A.* and dairy producer *Soprole S.A.* Despite the strong presence of multinationals and local companies, private label products continued to hold a strong share in categories such as processed fruit and vegetables, processed meat and seafood, rice, pasta, and noodles.

E. SECTOR TRENDS

Chilean consumers in general are looking for a highly nutritious diet to support an increasing high-paced society and to benefit their health, throughout natural and functional foods. Over the next few years, we will increasingly come across foods that must be available anytime and anywhere, that are practical to eat on the go, and that guarantees the satisfaction of the basic needs of a healthy life, without losing their quality and nutritional properties.

Various factors drive demand for convenient and ready-to-eat meals, including a larger working population, higher disposable incomes, an increased number of families in which both parents work, and rising number of single households.

The Chilean Ministry of Health (MOH) published an extensive study about the eating habits of the Chilean population in

2014. The study revealed that Chileans have up to seven meals a day, in addition to breakfast, lunch and dinner. These include snacks between meals called “*colaciones*” and possibly “*la once*”, a small, light meal before dinner. The most popular foods are bread, meat, vegetables, and fruits. Overall, eating habits are moving towards poultry and pork consumption instead of beef, with increased consumption of dairy products and olive oil.

Demand for healthier products is growing with particular regard to value-added products. Increased awareness of the nutritional aspects of food has made consumers more selective about their food choices, selecting less processed products, and prioritizing more ingredients that are natural or perceived as such. This opens a great potential for natural ingredients, including natural food colorants and flavorings that offer better taste to the palate, without losing its healthy condition.

Millennials are driving this trend as they have awareness of health-related issues and are more likely to act upon this in their food choices, especially as they start to enter the labor market. Millennials are likely to demand more and more products with sustainable attributes, which do not endanger the environment, or involve social or animal abuse. Millennials also have preferences for “premium” products (from bread to beverages) or higher quality products.

A rising awareness of health-related issues can be attributed to various factors, including: government initiatives, such as the 2016 nutritional labeling law, educational campaigns regarding food, as well as global nutritional trends such as super-foods. Certain Government campaigns, such as “*Elige Vivir Sano*” (Choose to Live Healthy) and “*El Plato de tu Vida*” (The Plate of Your Life), aim to reduce obesity and prevent heart disease in the Chilean population. Chilean consumers are seeking not only personal physical care, but also a personalized diet from healthy products that allows them to avoid the risk of diseases associated with poor nutrition, such as obesity, hypertension, heart disease, and cancer.

According to FAS Santiago’s contacts, a healthy eating trend is noticeable through rising demand for products with perceived health benefits. This is also evident in the use of innovative ingredients in the production of healthier products, especially those adapted to consumers with food intolerances, such as lactose and gluten-free products. For more information, please see GAIN report: [Chilean Demand of Healthy Food Products Continues to Grow](#).

There are three main reasons for Chilean companies to import food ingredients: (1) If the products are not available domestically through local production such as cereals, cocoa and sugar; (2) if it is cheaper to import rather than buying locally; or (3) if imported products offer a higher quality than those available in the domestic market.

SECTION III. COMPETITION

There are significant opportunities for imported, value-added food products and raw materials in Chile due to shifting consumer preferences. The United States is Chile’s second main supplier of food ingredients after Argentina. In 2018, the main competitors for U.S. food ingredients in Chile were Argentina, Brazil, Guatemala, China, Colombia, and Germany (EU).

| Table 2 Chile Food Ingredients Imports from the World Calendar Year: 2017 - 2018 | | |
|--|---------------------------------------|---------------|
| Partner Country | Value in Thousands of U.S. Dollars | |
| | 2017 | 2018 |
| World | 974,269,771 | 1,068,739,769 |
| Argentina | 195,871,429 | 195,822,834 |
| United States | 161,631,819 | 157,230,924 |
| Brazil | 116,888,015 | 123,044,200 |
| Guatemala | 52,119,023 | 100,027,643 |
| China | 89,133,458 | 94,095,241 |
| Colombia | 54,818,429 | 56,921,635 |
| Germany | 27,695,502 | 30,842,570 |
| Netherlands | 24,987,989 | 28,058,162 |
| Malaysia | 21,579,834 | 26,513,273 |
| Peru | 22,358,752 | 26,264,426 |
| Spain | 20,574,359 | 25,621,437 |
| Denmark | 15,348,324 | 18,102,887 |
| Italy | 15,104,697 | 16,936,560 |
| France | 18,444,078 | 16,638,196 |
| Ecuador | 16,824,252 | 16,440,096 |
| Source: Global Trade Atlas | | |

| Table 3 Chile's Top Food Ingredients Imports from the United States Calendar Year: 2017 - 2018 | | |
|---|---------------------------------------|-------------|
| Description | Value in Thousands of U.S. Dollars | |
| | 2017 | 2018 |
| Food Preparations Oth Thn Non-Alcoholic Composite | 38,683,423 | 40,450,734 |
| Milk Powder Not Exceeding 1.5% Fat | 25,550,890 | 21,325,215 |
| Fresh Or Dried Bitter Almonds, Shelled | 16,608,534 | 17,886,944 |
| Protein Concentrates And Textured Protein Substanc | 18,010,682 | 15,318,847 |
| Mixtures Of Odoriferous Substances And Mixtures, I | 11,505,798 | 10,775,249 |
| Toxins And Similar Products, EG Plasmodia (Excl | 5,197,339 | 9,039,717 |
| Sauces And Preparations Therefor, Mixed Condiments | 3,927,920 | 6,405,629 |
| Dextrins And Other Modified Starches | 3,205,286 | 4,415,820 |
| Fixed Veg Fats & Oils Nesoi Etc, Not Chem Modified | 6,065,147 | 3,849,011 |
| Heterocyclic Compounds With Oxygen Hetero-Atom[S] | 5,675,652 | 3,678,033 |
| Natural Polymers And Modified Natural Polymers | 3,118,869 | 3,522,812 |
| Whey, including modified whey, whether or not conc | 2,981,120 | 2,803,693 |
| Enzymes And Prepared Enzymes, N.E.S. (Excl. Rennet | 2,774,177 | 2,309,291 |
| Margarine; Edible Mixtures Etc An Or Veg Fat & Oil | 2,164,769 | 2,171,240 |
| Mango Chutney, Liquid | 1,967,006 | 2,028,057 |
| Concentrated Milk Proteins With A Protein Content | 2,938,463 | 1,999,423 |
| An Or Veg Fats & Oils, Hydrogen Etc, Not Fur Prep | 519,838 | 1,075,759 |
| Lactose In Solid Form And Lactose Syrup, Not Conta | 2,967,605 | 1,010,473 |
| Other Food Ingredients | 7,769,303 | 7,164,975 |
| Total Food Ingredients | 161,631,819 | 157,230,924 |
| Source: Global Trade Atlas | | |

SECTION IV. BEST PRODUCT PROSPECTS CATEGORIES

Healthy foods are a category of products that show potential for growth in the Chilean market, there is increasing concern for health issues among consumers and local food processing companies are adapting their formulas to comply with the nutritional labeling regulation and consumers' demand for healthier products.

Chile is highly competitive and a price sensitive market for many items. Prospective U.S. exporters should look at Chile as a

long-term market and be persistent. U.S. exporters should be sensitive in brand positioning and be prepared for conducting promotion activities including advertising in traditional media channels and social media. Chile is Latin America most connected country despite its geographical location. Surprisingly, 14.1 million out of the 18.8 million total Chilean population are internet users. Furthermore, Chile is one of the few countries where 99 percent of the population are active social media users, and nearly 93 percent of them access social media through smartphones and mobile internet.

A. PRODUCTS PRESENT IN THE MARKET WHICH HAVE GOOD SALES POTENTIAL

| Processed Food Products | Food Ingredients |
|---|--|
| Functional Foods (ex.: energy bars) | Natural Flavors and Colorings |
| Spreads | Sweeteners and Natural Alternatives |
| Free from Products (ex.: lactose-free dairy products, gluten-free products) | Functional ingredients |
| Dried Fruit & Fruit Snacks | Pork Meat (ex.: for Chilean sausage industry) |
| Vegetable and Bread Snacks | Non-Fat Dry Milk |
| Creative Condiments (ex.: tahini, ghee, date syrup) | Coconut |
| Ready to Drink Coffee and Tea | Oats |
| Premium and Healthy Juices (ex.: aloe vera, coconut water, etc.) | Protein Concentrate |
| Sport and Energy Drinks | Odoriferous Substances |
| Light Alcoholic Drinks (ex.: cider, sparkling wines and lager brands) | Alternative Grains (ex.: quinoa, lentils, chickpeas) |
| Beer | Super Foods (chia, flaxseeds, nutritional yeast, etc.) |
| | Almonds |
| | Whey and Lactose |
| | Others: Additives, Preservatives, Thickeners, Oats, Vegetable Fats and Oils, Mixed Condiments, Starches, Enzymes |

B. PRODUCTS NOT PRESENT IN MARKET BUT WHICH HAVE GOOD SALES POTENTIAL

Natural Healthy Products: In Chile, naturally healthy products without artificial ingredients are strongly promoted, further emphasizing this trend. Product variety in this niche market is expected to increase as these products continue to enter the Chilean mass market over the coming years.

Ready-to-Eat Meals: Particularly healthy prepared foods with few preservatives, additives, and other specialized food ingredients have good sales potential. The target customer for these products is often young people with a work schedule and little time. Moreover, these products are attractive to people living on their own or with little cooking experience. While they are still only a niche regarding value and volume, lifestyle trends as well as economic forecasts show great potential for these products.

Premium Cheese: High quality cheeses are becoming increasingly popular and widespread in Chile, which is reflected in developments of imports over the past years. Cheese imports from Argentina and New Zealand have dropped whereas imports from the European Union (France, Germany and Netherlands) have increased in the last couple of years.

Craft Beer: In Chile craft beer accounted for only 1.5 percent of the overall segment of beer in 2018, but its popularity is increasing. The craft beer revolution continues to trickle down to Chile’s middle-and upper-income households, as well as food service establishments in affluent parts of Chile’s major cities. The leading Chilean craft beer brand is *Kross*, however, imported craft beers from the U.S., Mexico, Peru, Belgium, and Germany are becoming popular.

C. PRODUCT NOT PRESENT BECAUSE THEY FACE SIGNIFICANT BARRIERS

Imported food products do not face significant trade barriers to enter the Chilean market. On the contrary, the high number of Free Trade Agreements (26) make it one of the most open economies in the world. Import tariffs are not considered an import barrier. For specific information on import procedures and requirements please refer to GAIN report: [Chile: Exporter](#)

[Guide.](#)

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

If you have questions or comments regarding this report, or need assistance exporting to Chile, please contact the Foreign Agricultural Service (FAS) in Santiago, Chile. U.S. companies seeking to export food products to Chile are advised to do thorough research for a good understanding of the market. FAS GAIN reports are a good source of country specific information: <http://gain.fas.usda.gov>

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Main Food Show in Chile:

Name: *Espacio Food & Service* (USDA-endorsed show)
Content: The most important food industry event in Chile
Date: September 10-12, 2019 (annual)
Location Place: *Espacio Riesco*, Santiago de Chile
www.kallman.com/shows/espacio-food-service-2019