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Foreign Agricultural Service

GAIN Global Agricultural Information Network

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Report Name: Northwestern US Beverages Delight Taiwan Consumers

Country: Taiwan

Post: Taipei ATO

Report Category: Export Accomplishments - Events, Agricultural Trade Office Activities

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Report Highlights:

Invited to an outdoor festival in Pingtung, the southernmost county in Taiwan, ATO Taipei helped showcase Montana hops and Wyoming mead. Over the three-day event, the companies reported $2,300 in on-site sales and $6,000 in 12-month projected sales. This activity incurred zero cost to both the U.S. government and ATO and was made possible through strong relationships ATO has built on the ground.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Overview

In July 2026, the American Institute in Taiwan (AIT) Kaohsiung branch contacted ATO Taipei with a collaboration opportunity from Pingtung County to participate in its *World in Pingtung* event for the second year, a consumer-focused festival held from October 9th to 11th, at Pingtung Park. The event featured food, beverages, music, and cultural activities from the United States, as well as Brazil, Czechia, Indonesia, Italy, Japan, the Philippines, South Korea, Spain, Taiwan, and Thailand. Free booths were offered to AIT to promote U.S. products and culture.

Recognizing this goodwill as a zero-cost avenue to bring high-quality U.S. products to southern Taiwan, ATO Taipei informed in-market state offices and cooperators of this opportunity. Biglost Mead from Wyoming as well as Glacier Hops Ranch from Montana seized it and registered with the organizer.

After the Festival concluded, Pingtung reported the event attracted a total of 9,000 visitors to 100 vendors over the weekend. ATO Taipei reached out to Montana and Wyoming for below feedback.

Overall event satisfaction	10/10
Booth design and cleanliness	10/10
Foot traffic	10/10
How many items were showcased?	9
On-site sales	$ 2,300
12-month projected sales	$ 6,000
If the event is hosted again in the future, would you be interested in participating?	10/10

World in Pintung is a no-cost event for state offices to promote their high-quality U.S. products. ATO Taipei will build on this experience and maintain strong relationships with partners to continue providing support to U.S. farmers and ranchers.

Contact Agricultural Trade Office Taipei

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Attachments:

No Attachments.