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**Date:** 10/12/2012

**GAIN Report Number:** CH11837

## **China - Peoples Republic of**

**Post:** Guangzhou

### **1st EMP HRI program carried out in Fujian Province**

**Report Categories:**

Market Development Reports

Market Promotion/Competition

Food Service - Hotel Restaurant Institutional

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**Report Highlights:**

**Summary:** With support from the Emerging Market Program (EMP) and U.S. producer associations, ATO Guangzhou organized the first hotel, restaurant, institutional food service sector (HRI) activity in Fujian Province. The activity included a live chef training module and a menu promotion program with the largest hotel management company in Fujian Province: the Xiamen C&D Tourism and Hotels Inc. The concurrent menu promotions were entitled "Great American Food Festival" and were carried out in the month of September 2012. Renowned locally based U.S. chef Adam Levin was the guest chef and demonstrated his signature dishes featuring quality U.S. food ingredients. The chef training seminar was well attended by over 120 executive chefs, restaurant owners and purchasing managers and received positive feedback measured by sales. The Great American Food menu promotions were simultaneously carried out six high-end hotels that are part of the Xiamen C&D Group in the cities of Xiamen, Quanzhou and Wuyishan in September 2012 and received positive response from customers as well as hotel managers.

**Chef training in Xiamen:** To increase the awareness of various quality U.S. food ingredients and the proper handling of these products, a chef training was conducted in Xiamen in late August 2012. Over 120 executive chefs, restaurants owners and purchasing managers attended the live demonstration module. ATO Guangzhou Director delivered opening remarks to introduce the background of the program and encourage greater usage of quality U.S. ingredients by the participants. Chef Levin specifically designed a menu for the seminar include typical American dishes from various regions of the United States and shared his recipes for preparing a hamburger and home-BBQ sauce. A wide array of U.S. food ingredients were featured in the seminar, including U.S. pork, Alaska seafood, frozen potato products, different cheeses, Sunkist oranges and lemons, Washington apples, California pistachios, raisins and plums.



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美国驻广州总领事Ms. Jennifer Zimdahl Galt到访美国美食节

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**Great American Food promotion in Xiamen, Quanzhou and Wuyishan:**

Several promotions under the Great American Food theme were conducted by six high-end hotels of the Xiamen C&D Tourism and Hotels Inc. in September 2012. Different styles of regional cuisines, such as New England, Tex-Mex, etc. from the U.S. were incorporated into the menus and featured during the promotion. **While the promotion funded by the Emerging Market Program (EMP) totaled \$47,000, according to the Xiamen C&D Tourism and Hotels Inc. the total revenue generated by the promotions reached over \$600,000 and attracted over 12,000 customers to experience the delicious foods made with U.S. ingredients.** Many quality U.S. ingredients were featured in the menu and well received by local consumers. According to the Xiamen C&D, over ten dishes featuring U.S. ingredients were added to regular buffet menu, such as Alaska halibut and snow crab, U.S. pork butt (shoulder/neck), U.S. BBQ chicken wings, U.S. frozen potato products.

**Media and trade events:** Three media and trade events were conducted at the beginning of the promotions to publicize the activities and generate consumer interests. All together more than 220 key media and trade contacts attended. Over 30 media reports and TV programs were produced and estimated reach 30 million audiences in the region. ATO Guangzhou Director conducted several interviews with leading media groups from Fujian to discuss the versatility of regional cuisines and foods from the U.S., ATO's long term goal in developing the emerging markets, the purpose of the promotions, cultural ties between Fujianese immigrants to the United States, etc.

U.S. Consulate General Guangzhou Consul General Jennifer Galt visited one of the hotels that is running the Great American Food promotion and invited U.S. Ambassador Gary Locke to sample some of the signature dishes during his visit to Xiamen. This is the first HRI program ever carried out in the emerging Fujian market in such a scale and generated very positive response in the province.

**Logistical difficulties still remain in most parts of Fujian for some imported products:** According to hotel managers that we interviewed before and after the activities, most of the imported products, such as high-value seafood, pork and seasoning, have to be ordered through traders in Guangzhou and Shanghai a couple days in advance. In other words, there is still no steady and regular direct supply chain for many U.S. food products to Xiamen or other smaller cities in Fujian. Most high-end hotels in Fujian province would have to receive supplies shipped to Xiamen first, then transship to their locations, which increase both cost and risk. Post will work on identifying traders in the region to partner with that can meet this potential demand.

**Chef consultations for Xiamen C&D:** During Chef Levin's stay in Fujian, he took time to observe the kitchen operations in each participating hotel and is preparing a consultation report. How to maintain hygienic standards, how to control waste and food cost, and other culinary suggestions would be included in this report. This promotion cooperation is a value-added service that the ATO provided to its partner, aiming at increasing their knowledge on the latest culinary and kitchen management trends and encouraging their endorsement of U.S. standards.