

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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2013 U.S. Fine Foods Show in Cebu City

Report Categories:

CSSF Activity Report

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Report Highlights:

FAS Manila, in collaboration with SM Supermalls (one of the largest retail chains in the country), the Center for Culinary Arts-Manila, the Hotel, Resort and Restaurant Association of Cebu, and the Radisson Blu Hotel conducted a “U.S. Fine Foods Show” in Cebu City on September 25-26, 2013. The event, which consisted of all-day samplings and displays, cooking demonstrations, and a cocktail networking reception, attracted more than 300 representatives from hotels, restaurants, supermarkets, food manufacturers, and culinary institutions in the Visayas region. Exhibitors projected 12-month sales as a result of the event at an estimated \$200,000.

General Information:

Name of Activity- U.S. Fine Foods Show
Date- September 25-26, 2013
Venue- SM Mall Cebu and Radisson Blu Hotel
City/Country- Cebu City, Philippines

I. Market Description:

The Philippines continues to be the largest U.S. food and beverage (f&b) market in Southeast Asia and one of the fastest growing in the world. U.S. f&b export sales to the Philippines increased by 13 percent to a record \$859 million in 2012 and are forecast to reach \$1 billion for 2013. Top U.S. f&b exports include dairy products, red meats, poultry, snack foods, and processed fruits and vegetables. While 2014 sales for these products are expected to remain strong, prospects are excellent for a wide variety of f&b products, particularly those that can be classified as “healthy,” “gourmet,” and “convenient.”

II. Description of Activities:

The 2013 U.S. Fine Food Show in Cebu provided an opportunity to showcase the quality and availability of U.S. f&b products to an estimated 300 hotel, restaurant, supermarket, convenience store, catering service and food manufacturer representatives in the rapidly developing central region of the country. The event was held at the Northwing Atrium of SM Mall in Cebu City, where all-day table-top displays, samplings and live cooking demonstrations highlighting U.S. beef, poultry, wines, cheese, dried fruits, nuts, frozen potatoes, baking and confectionary ingredients, and other gourmet products took place. Internationally trained Chef Melissa Sisson and Chef Carol Levin of the Center for Culinary Arts-Manila conducted the culinary demonstrations while the exhibits simultaneously took place. Following the first day’s events, a trade networking reception was held at the Radisson Blu Hotel. Exhibitors projected 12-month sales resulting from the show at \$200,000.

III. Comments

The eight importers and distributors who participated in the event expressed strong interest in continuing to support this type of promotional activity that focuses on emerging economic hubs of the country. The group identified the cities of Davao, Bacolod, Baguio, and Cagayan de Oro as ideal locations for future U.S. Fine Foods Shows.

Photos:



Marissa Fernan of SM Prime Holdings giving her welcome remarks



Agricultural Attaché Bill Verzani giving his opening remarks



During the opening ceremony (from left to right): Stephan Wieprich of Marco Polo Plaza representing the Hotel, Resort and Restaurant Association of Cebu, Anne Palmares of the Center for Culinary Arts-Manila, Philip Shull of the USDA Foreign Agricultural Service, Marco Amarone of the Radisson Blu Hotel and Marissa Fernan of SM Prime Holdings.



Table-top exhibits and samplings



Chef Melissa Sisson of the Center for Culinary Arts-Manila conducting a live cooking demonstration



Attendance during a live cooking demonstration conducted by internationally trained chefs from the Center for Culinary Arts-Manila (top and bottom).



NORTHWING

U.S. FINE FOODS SHOW

Experience a Taste of the U.S.

September 25 & 26 • 10AM to 5PM
The Northwing Atrium

ALL-DAY SAMPLING
of the finest U.S. food and beverage products
September 25 & 26 • 10AM to 5PM • The Northwing Atrium

COOKING DEMONSTRATIONS

Wednesday, September 25, 2013
11AM | Meaty-licious Meals with U.S. Beef
130PM | Fast and Easy Cooking with U.S. Poultry
330 PM | All-Time Favorite U.S. French Fries

Thursday, September 26, 2013
11AM | Nutricious Delights with U.S. Dry Beans
130PM | Sweetie-Pies with U.S. Pie Fillings
330PM | Nutty, Fruity and Healthy Snacks with U.S. Dried Fruits & Nuts

Chef Melissa Sison

Chef Carol Tentativa-Lavin

Published Newspaper Articles:

US aims to boost trade ties with Phl; opens food expo

[By Grace Melanie I. Lacamianto](#) (The Philippine Star) | Updated September 26, 2013 - 12:00am

CEBU, Philippines - Aimed to strengthen the trade relationship of the United States and the Philippines in terms of the exchange of food and beverage products, the US Department of Agriculture, Foreign Agricultural Service (USDA-FAS) officially kicked off the 2nd U.S. Fine Foods Show yesterday that will run from September 25 to 26 at the Northwing Atrium of SM City Cebu.

US Embassy Manila - Foreign Agricultural Service agricultural marketing specialist Joy Claridades said that the expo is intended to promote the availability and application of US food, beverage and ingredient products to the Philippine market.

She also said that this will serve as an avenue to meet the major Philippine suppliers of US food, beverage and ingredient products, discover innovative product solutions and establish networks with major industry players.

This is the second time the event was held in Cebu following the inaugural launch of the US Fine Foods Show in 2011 at the Marco Polo Plaza Cebu.

The two-day event features an all-day sampling of the wide variety of US food and beverage products such as beef, poultry, beverages, wines, cheese, dried fruits, nuts, baking and confectionary ingredients, healthy and gourmet products and convenience food.

This will be initiated by eight importers and distributors of US Fine Foods and beverage products. Among the exhibitors include Belcris Foods, Big Food Trade and Commodities/Dane International Commodities, First Maestro Foodservice, Global Strategic Partners Distribution, Inc./New Grant Marketing, Happy Living Philippines Corporation, KLG International, Inc. Link Import-Export Enterprise, Inc., RAM Food Products, and Tully's Coffee.

There will also be live cooking demonstrations that will range from cooking meals with US beef, US poultry, the all-time favorite US French fries, US dry beans, US pie fillings, and US dried fruits and nuts. The latest culinary techniques will be presented by internationally-trained chefs in the industry. A trade networking reception with the country's top suppliers of US food and beverage products was held yesterday at Radisson Blu Hotel.

Claridades further encouraged hoteliers, restaurateurs, café and bar owners, caterers, food consultants, supermarket and convenience store operators and food manufacturers to participate in the two-day activity.

The annual event is spearheaded by USDA-FAS and is staged in major cities across the country. Claridades revealed that they are eyeing to conduct the third expo next year either in Bacolod or in Davao.

The 2013 U.S. Fine Foods Show is organized in partnership with SM Supermalls, the Center for Culinary Arts - Manila, the Radisson Blu hotel and the Hotel, Resort, and Restaurant Association of Cebu. /JOB

‘US fine foods show’ in SM

(Sun.Star Cebu) I Published September 21, 2013

THE United States Department of Agriculture, Foreign Agricultural Service, Embassy of the United States of America and SM City Cebu will hold the US Fine Foods Show come Sept. 25 and 26 at the Northwing Atrium in SM City Cebu.

The event will showcase a broad range of high-quality US food products such as: beef, poultry, beverages, wines, cheese, dried fruits, nuts, baking and confectionary ingredients, healthy and gourmet products, and convenience foods through all-day product sampling, displays, cooking demonstrations and a cocktail networking.

See a variety of US products, and meet directly with major Philippine suppliers of US food, beverage and ingredient products during the two-day event. Plus, learn the latest culinary techniques from chef Melissa Sison of the Center for Culinary Arts in Manila, and chef Carol Tentativa-Lavin, a pastry chef instructor who has won numerous awards both here and abroad. Registration is free.

A cocktail networking reception also happens at the Nina 1 Room of Radisson Blu Hotel Cebu on Sept. 25 at 6 p.m. The US Fine Foods Show is also supported by Radisson Blu Hotel Cebu and Center for Culinary Arts in Manila. (PR)