

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 2/18/2014

**GAIN Report Number:**

## **China - Peoples Republic of**

**Post:** Beijing ATO

### **ATO Helps Make Market for U.S. Ice Cream Manufacturer**

**Report Categories:**

Agricultural Trade Office Activities

CSSF Activity Report

Export Accomplishments - Events

Export Accomplishments - Other

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**Report Highlights:**

ATO and Food Export Northeast have been working with a U.S. manufacturer of ice cream to build a market that has reached an annual value of \$2.7 million. The report details how this long-term success was achieved.

## **Just Desserts:**

ATO connections and support, and support from Food Export Northeast has helped a Pennsylvania ice cream maker build a \$2.7 million market, poising them to become a high profile competitor in the premium ice cream market. This success was the result of multiple efforts by several offices over a number of years, underscoring the point that market development in China is typically a long-term effort.

The story begins in 2009, when the manufacturer, with support from Food Export Northeast, began to explore the China market. ATO helped to connect them with a local buffet restaurant chain, Golden Jaguar. The chain gave the product special placement in their high-end restaurants, instantly establishing it as a premium product. This account became the lynchpin for the manufacturer's efforts, quickly building to \$1 million. Following this, the brand began to establish retail outlets, seeking to gain greater exposure for their product among Chinese consumers. ATO continued to work with them, suggesting and encouraging the development of new products, such as an ice cream mooncake, solely for the Chinese market.

In 2012, the company joined the ATO-organized U.S. pavilion at the China International Cuisine Expo, gaining exposure for their product to the wider restaurant industry, and introducing new products (ice cream sandwiches). The brand was also part of two CSSF-funded ATO retail promotions in 2013. By the end of 2013, total sales for the brand in China reached \$2.7 million.