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**Date:** 9/22/2015

**GAIN Report Number:** 

# **Philippines**

Post: Manila

# Festival Supports U.S. Exports of Gourmet Products to Philippines

## **Report Categories:**

**CSSF** Activity Report

Market Promotion/Competition

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## **Report Highlights:**

FAS Manila partnered with Hyatt City of Dreams Manila, the Nebraska Department of Agriculture, the U.S. Meat Export Federation, Cargill Meat Solutions and local importers in featuring U.S. gourmet food and beverage (f&b) products at the "From the Land of the Free to the Pearl of the Orient" festival. Guest chefs Jay McCarthy and Pete Geoghegan launched the event at The Café, the hotel's all-day buffet dining outlet, with Ambassador Philip S. Goldberg as the guest of honor. The festival gained strong press coverage, enabling importers to maximize their reach to current and potential customers during the lead-in to the holidays. Despite stiff competition, exports of U.S. f&b products are expected to reach a record \$1.2 million by the end of the year, almost double 2010 levels.

#### **Background on the Philippine Market:**

U.S. food and beverage (f&b) exports to the Philippines grew 11 percent in 2014, reaching a record \$1.1 billion. As the number one market in Southeast Asia and the 10<sup>th</sup> largest market in the world for U.S. f&b products, the Philippines purchased enough value-added goods in 2014 to fill roughly 27,000 container trucks stretching more than 360 kilometers. Growth across the sector is exceptionally broadbased, with more than half of the products that comprise the f&b category setting new records. The top five exports in 2014 were dairy products, meat & poultry products, prepared food, processed vegetables, and fresh fruit. While sales for these products are expected to remain strong in the coming years, prospects are excellent for a wide variety of f&b products particularly those that can be classified as "healthy," "convenient" or "gourmet."

**Activity Name:** From the Land of the Free to the Pearl of the Orient

U.S. Food and Wine Festival

**Date:** September 12-20, 2015

**Promoted Products**: U.S. beef, pork, poultry, seafood, dehydrated potatoes, sauces,

dried fruits, nuts, sparkling juice, and wines

**CSSF Amount:** \$2,600

Note: FAS Manila extended an invitation to State Departments of Agriculture, Cooperators and local importers to participate in the festival.

#### **Profiles of Guest Chefs:**



#### Jay McCarthy

Born in New York, raised in Jamaica, and educated in Texas—this multicultural visionary has parlayed his diverse background into a unique and innovative culinary style that has earned him repeated accolades. He was named Alamo City's Best Chef in 1994, received accolades at San Antonio's Cascabel Restaurant, and garnered the Critic's Choice Award at the Texas Hill Country Food and Wine Festival. He has been designated

as a Certified Culinary Professional by the International Association of Culinary Professionals. McCarthy has traveled to numerous countries offering insights to chefs as a consultant for the Texas Beef Council, the Nebraska Beef Council, and the U.S. Meat Export Federation. Currently, McCarthy fills the position of Corporate Chef for Group970 Restaurants in Beaver Creek, Colorado's Vail Valley, overseeing all culinary operations of the company's four restaurants—Blue Moose Pizza, Beaver Creek Chophouse, Vail Chophouse and 188 SOUTH.

Pete Geoghegan

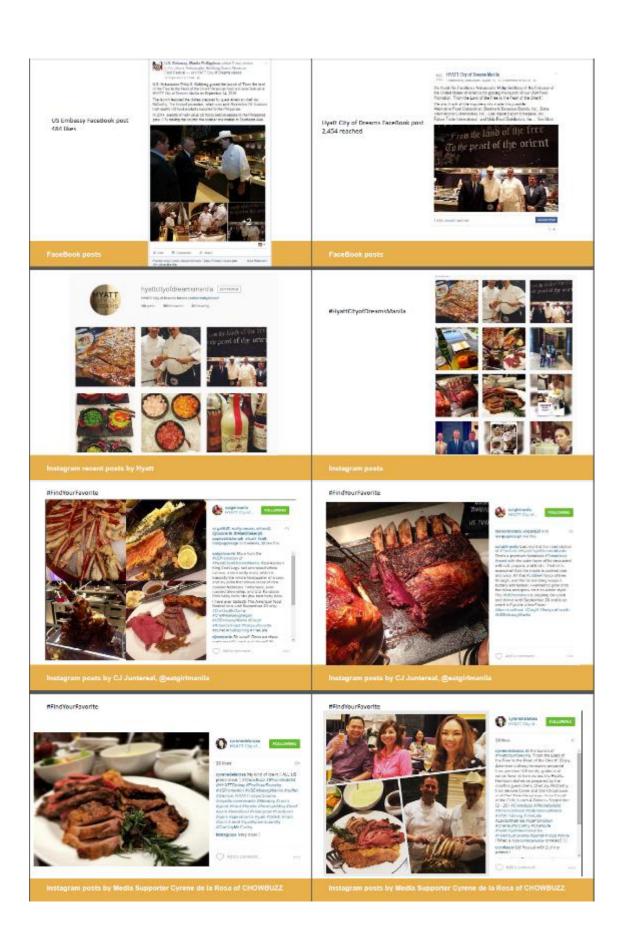
Sr. Corporate Chef, Cargill Meat Solutions

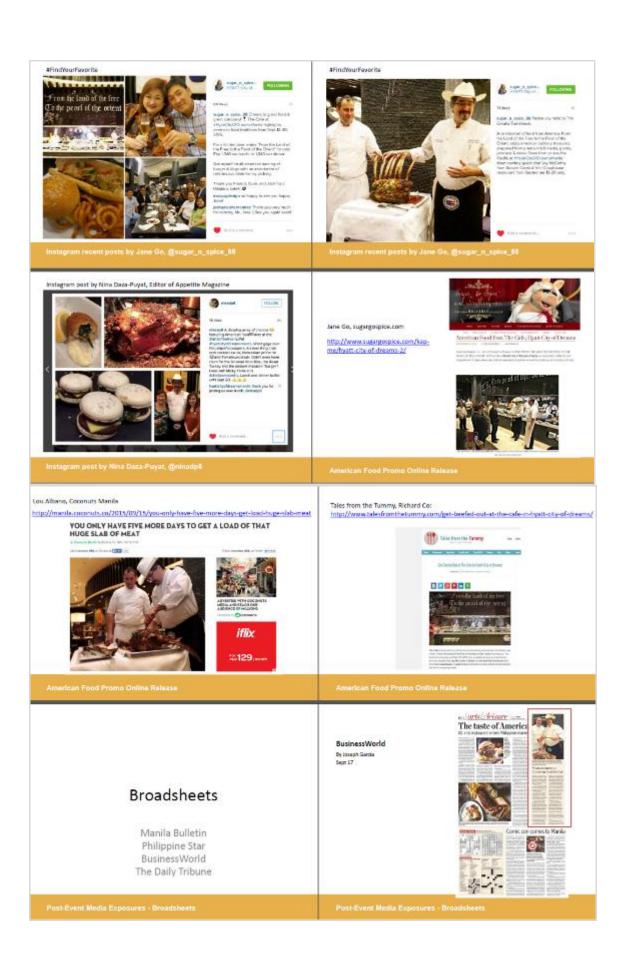


Pete Geoghegan brought over 20 years of experience when he joined Cargill Meat Solutions in Wichita, Kansas as Corporate Chef in 2004. Five years later, Pete relocated to Cincinnati, Ohio and joined Brand Management Solutions (owned by Cargill) that exclusively works with Kroger Co. He collaborated with chefs from all of Kroger's divisions across the U.S. to bring consistency to Kroger's food programs. In 2013, he moved back to Wichita as Sr. Corporate Chef in Cargill's new Culinary Innovation Center. Pete is a graduate of Culinary Institute of America (CIA). After graduating with honors, he taught at CIA as a Fellow (assistant instructor) in Seafood Cookery and Fabrication, and in the American Bounty Restaurant.

#### **Event Photos and Media Releases Generated:**









Post-Event Media Exposures - Broadsheet

Root Franci Madia Francisco - Brondebasi



#### Notes:

- 1. The event photos and media releases were compiled by Hyatt City of Dreams Manila.
- 2. Hyatt City of Dreams Manila estimates advertising values reached PhP272,449 (\$5,867) and press release value reached PhP479,884 (\$10,329).
- 3. Current Exchange Rate: PhP46.46=1 US\$