

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Great American Taste Dinners Showcase U.S. Fine Foods and Wines

Report Categories:

CSSF Activity Report

Food Service - Hotel Restaurant Institutional

Wine

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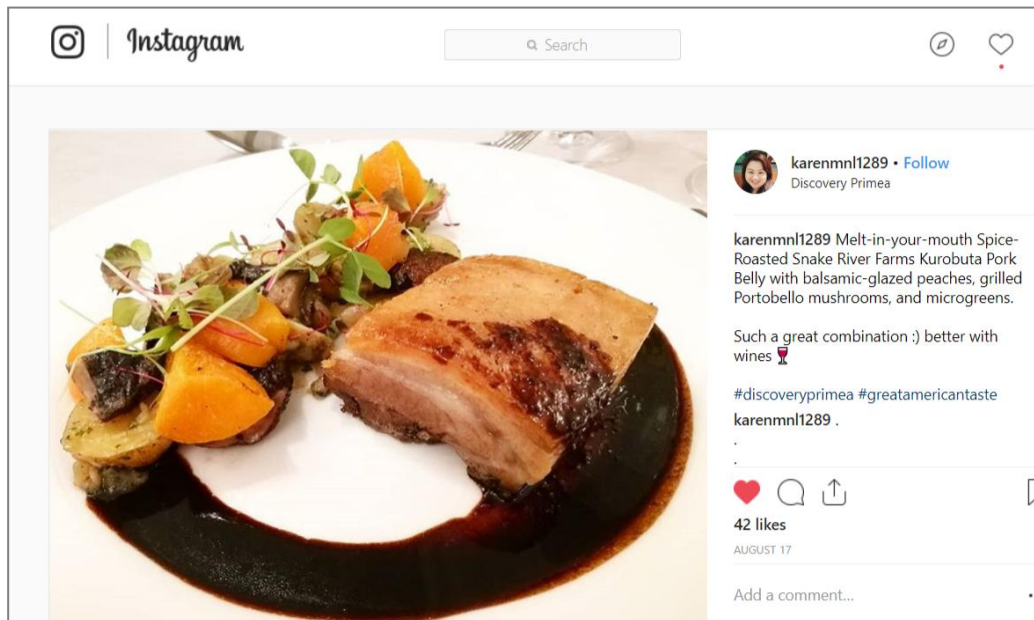
Maria Ramona C. Singian

Report Highlights:

FAS Manila hosted two Great American Taste dinners to build awareness among industry and consumers of the availability, variety and quality of U.S. fine foods and wines. The United States continues to be the Philippines' largest supplier of agricultural products with sales reaching \$2.58 billion in 2017. Consumer-oriented food and beverage products, including wines, remain the best prospects for future export growth fueled by consumer confidence in the quality of American products. Traders are optimistic that export sales in 2018 will increase 10 percent to \$2.83 billion despite stiff competition.

Great American Taste Dinners

FAS Manila, in partnership with four wine importers, hosted back-to-back dinners held at Fairmont Makati on August 14 and at Discovery Primea on August 17, 2018 to increase awareness of the availability, variety and quality of U.S. fine foods and wines. Two hundred key trade customers, food journalists and Manila's influential wine aficionados were invited to the dinners. Press coverage and social media posts extended the reach of the event.



Photos of the Great American Taste dishes made its rounds on social media¹ with the “Great American Taste” hashtag

The dinners featured carefully crafted four-course menus featuring five dishes (two canapés, appetizer, main course and dessert) that highlighted U.S. beef cuts such as short plate and hanger steak, Kurobuta pork, seafood, fresh produce, a variety of cheeses, nuts and chocolates. Each course was served with two premium wines to bring out the flavor components of the dishes and deliver an unforgettable wine and food pairing experience.

The four importers that participated and the wineries they represented were:

- Future Trade International – Robert Mondavi
- Global Noble International – Simi and Clos du Bois
- Artisan Cellars – Michael David
- Bestworld Beverage Brands – Charles & Charles and Ménagement à Trois

Manila's wine aficionados presented with a carefully crafted four-course menuⁱⁱ



MENU

CANAPES

U.S. Roast Beef with Potato Pancakes and Blue Cheese

U.S. Iowa chuck, blue cheese mousse, spring onions

Mini Philly Cheese Steak

U.S. Iowa short plate, sharp cheddar, onions, hoagie bun

2009 Cloud Break Petite Sirah California

A complex and plush wine that offers a wonderful balance of fruit, spice and oak.

2016 Charles & Charles Riesling

A gorgeous, full-flavored Riesling with aromas driven by honeysuckle, linden, citrus-lime, apricot, white peach, slate and great minerality.

SOUP

Shellfish Bisque Soup

Baby Shrimp, Dill Chantilly, U.S. Cheddar

2010 Cloud Break Chardonnay

Ripe and full-bodied with delicious aromas and juicy flavors of pineapple, tropical fruit and toasty oak.

2016 Ménage à Trois Chardonnay

Crisp, lemon and lime aromas from Monterey; vibrant, tropical fruit flavors from Santa Barbara; and beautiful structure from Sonoma.

MAIN COURSE

Spice-Roasted Snake River Farms Kurobuta Pork Belly

Balsamic-Glazed Peaches, Grilled Portobello Mushrooms

and Baby Potatoes "Saldaise"

2011 7 Deadly Zins

Fuller and richer with more texture and deeper fruit, it reveals hints of tapenade, new saddle leather, black cherries and black currants.

2016 Ménage à Trois Silk

Succulent cherry and ripe raspberry flavors mingle with delicate hints of rose petals and toasty spice.

DESSERT

Flourless Moist Orange Cake

Chocolate Ganache, U.S. Pistachio Praline, Spiced Chantilly, Vanilla Ice Cream

2012 Freakshow Cabernet Sauvignon

Nicely balanced with fruit (pomegranate) and oak (showing some smoke). Warning—it's gulpable!

2016 Ménage à Trois Moscato

Lovely floral aromas and luscious peach and apricot flavors make it the perfect Ménage à Trois!



Social mediaⁱⁱⁱ and blog^{iv} posts extended the reach of the event



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congenialitytess Shellfish Bisque Soup
Baby Shrimp, Dill, Chantilly, U.S Cheddar paired
with 2010 Cloud Break Chardonnay and 2016
Menage a Trois Chardonnay
#greatamericantaste



HOME BLOG POSTS EVENTS ABOUT 2 SHOTS AND A PINT

USDA: THE GREAT AMERICAN TASTE

written by Gail Sotelo | September 7, 2018

When someone mentions USDA to me, I think a big, fat, juicy steak, not unlike those revered in one of my favourite Netflix shows, *The Ranch*.

This was why when I was invited to attend the **USDA Great American Taste** event, I immediately said yes.

With the promise of a sumptuous dinner created by the talented culinary people of **Discovery Primea**, I readied my appetite and my palate.

What I didn't expect was that it was not simply about meats: It was also about getting experimental with the evening's wines. It wasn't the usual setup where each course is meticulously paired with a specific wine, carefully chosen by the restaurant's beverage personnel in collaboration with their chef. No, *this was different*. We were each given two wines to pair with each course, and we could mix and match them according to our preferences.

Now I won't go too technical, but I'll let you know what I think about each featured wine for the night:

Canapés:



Market Overview

The Philippine market has a strong and growing consumer base. While annual GDP per capita is about \$3,000, 20 percent of the population earns an average annual income of \$12,510^v. Consumption growth in the coming years is underscored by the country's robust economy and a young, fast-growing, highly-urbanized population with increasingly sophisticated tastes and ever-growing access to modern supermarkets.

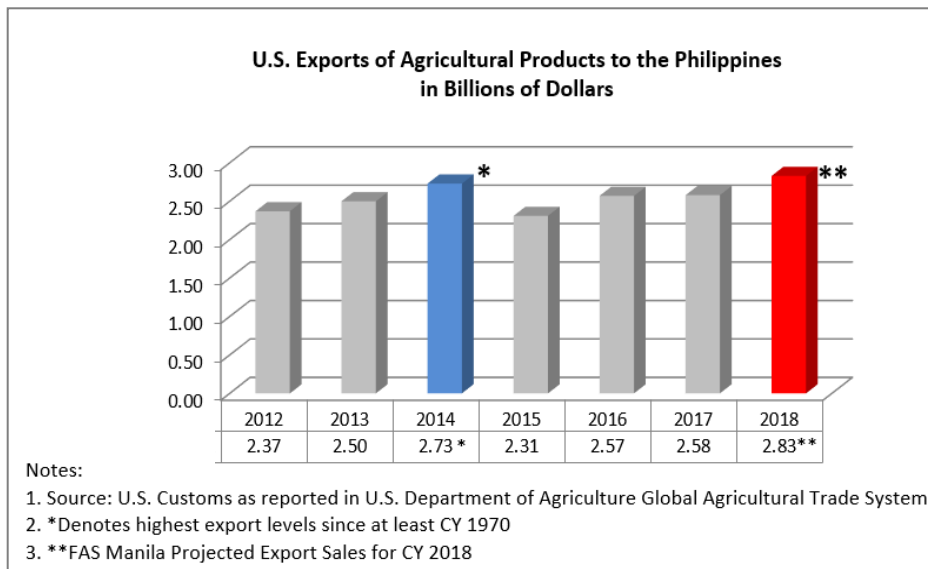
Fast Facts

- Young and Growing Population: 104 million (July 2017 est.), annual growth rate of 1.6 percent, 53 percent below 24 years old
- 44 percent living in urban areas
- High literacy: 96 percent of the 69 million Filipinos that are 15 years old and above can read and write
- High awareness of and preference for U.S. food and beverage products
- Growing demand for “healthy,” organic, gourmet and convenience foods
- Steady growth in retail, food service and food processing industries

Potential Customers: At least 20 million people with an average annual income of \$12,510

Agricultural Trade Environment

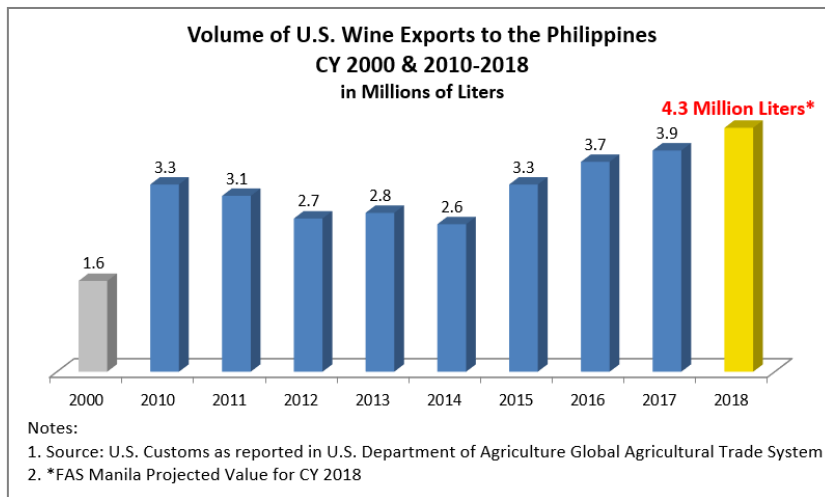
The United States continues to be the Philippines' largest supplier of agricultural products and is the 10th largest global market for U.S. exporters with sales reaching \$2.58 billion in 2017. Consumer-oriented food and beverage products, including wines, remain the best prospects for future export growth fueled by consumer confidence in the quality of American products. Traders are optimistic export sales in 2018 will increase 10 percent to \$2.83 billion.



U.S. Wine Exports to the Philippines

The United States has been the leading supplier of wines to the Philippines since 2000, and Philippines has been the largest market for U.S. wines in Southeast Asia by volume since 2009, surpassing even

major transshipment destinations in the region such as Vietnam and Singapore. While the volume of exports doubled from 2000 to 2017, the value quintupled. Due to the strong presence of U.S. brands, traders estimates exports in 2018 will reach a record 4.3 million liters (477,778 cases), and \$13 million.



ⁱ Yam, Karen Joyce [@karenmnl1289]. Photograph of Spice-Roasted Snake River Farms Kurobuta Pork Belly. *Instagram*, 17 August 2018, www.instagram.com/p/BmlFa-8AIy4/?tagged=greatamericantaste.

ⁱⁱ Delos Santos, Casey. *Great American Taste at Fairmont Makati*. Photographs. 14 August 2018.

ⁱⁱⁱ Ramos, Tess [@congenialitytess]. Photograph of Shellfish Bisque Soup. *Instagram*, 18 August 2018, www.instagram.com/p/BmlketdBVwQ/?tagged=greatamericantaste.

^{iv} Sotelo, Gail. "USDA: The Great American Taste." *2shotsandapint*, 7 September 2018, 2shotsandapint.com/2018/09/07/usda-the-great-american-taste/.

^v Philippine Statistics Authority. 2015 Family Income and Expenditure Survey.