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High Profile Event Highlighted Craftsmanship in U.S. Cheese

Report Categories:

Dairy and Products

Export Accomplishments - Events

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Report Highlights:

ATO Hong Kong and the U.S. Dairy Export Council organized a U.S. artisanal cheese tasting event on November 8, 2018 showcasing around 40 types of cheese to over 60 distinguished guests from the food and beverage industry. The event successfully raised the profile of U.S artisanal cheese and expanded opportunities for U.S. cheeses in Hong Kong's dynamic and competitive cheese market. ATO Hong Kong looks forward to supporting similar events and other programs to promote U.S. dairy products.

As the fourth-largest export market of U.S. consumer-oriented agricultural products, Hong Kong is a sophisticated market where buyers seek high-quality, innovative products to outshine their competitors who also have access to global food and beverage supplies. While the United States has a reputation of providing high-quality, safe, and reliable products, marketing efforts to advise and remind buyers of such options are necessary and key to achieving export successes.

The Hong Kong cheese market has been dominated by European and Australian products. The U.S. Dairy Export Council (USDEC) has been promoting high-end cheese products in the Hong Kong market at retail and foodservice sectors to gain market share. ATO Hong Kong has been partnering with USDEC since 2016 to organize programs that highlighted U.S. artisan cheeses.

On November 8, 2018, USDEC and ATO Hong Kong organized a tasting event featuring around 40 types of high-quality U.S. cheeses to over 60 distinguished guests including food and beverage directors, retail buyers, importers, and foodies. The event showcased a wide variety of U.S. cheeses from soft to hard. To enhance the tasting experience and expand horizons, U.S. craft beer and U.S. beef, sponsored by an importer and the U.S. Meat Export Federation, were served to complement the cheeses.

Consul General Kurt Tong and ATO Director Alicia Hernandez welcomed the guests and thanked them for their support. A USDEC representative and Chef John Esser also spoke at the event and enriched the audience's knowledge of U.S. cheeses. Guests, including key buyers and many food and beverage professionals, enjoyed the variety and had the opportunity to meet with ATO staff and USDEC representatives.

ATO Hong Kong trusts that highprofile and targeted trade events like this are effective in strengthening and expanding appreciation of U.S. products in Hong Kong and Macau. Post welcomes collaborations with USDEC in the future. The upcoming USDA-endorsed trade show, HOFEX in May 2019, is another opportunity Post will work with USDEC to elevate impression and encourage purchases for U.S. dairy products.

Pictures of the event:



Consul General Kurt Tong and ATO Hong Kong Director Alicia Hernandez spoke to guests

