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High-Quality U.S. Cheeses Wowed Hong Kong Traders

Report Categories:

Export Accomplishments - Events

Dairy and Products

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Report Highlights:

ATO Hong Kong co-organized an U.S. artisanal cheese tasting event with U.S. Dairy Export Council on November 29, 2017 hosting over 60 guests from the food industry. Over 30 types of U.S. cheeses, alongside U.S. wines, craft beers, U.S. beef and snacks, wowed guests with the wide selection and exceptional quality. The event successfully raised profile and expanded opportunities for U.S. cheeses amidst the growing and competitive cheese market in Hong Kong. ATO Hong Kong looks forward to support similar events and other programs to promote U.S. dairy products.

On November 29, 2017, ATO Hong Kong co-organized an U.S. artisanal cheese tasting event with U.S. Dairy Export Council at the Consul General Residence in Hong Kong. Over 30 types of U.S. artisanal cheeses were presented. Alongside the cheeses, ATO Hong Kong lined up sponsorship of U.S. wines, craft beers, and U.S. beef to complement cheeses and expand horizons. Guests also had the options to pair cheeses with U.S. dried fruits and nuts.



Cheeses ranged from soft to hard were displayed.

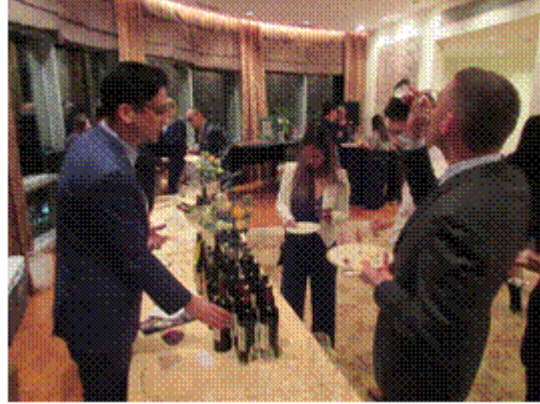


*Left photo: Golden Gate Wine Co. Ltd sponsored U.S. wines and craft beers.
Right photo: U.S. Meat Export Federation sponsored USDA prime ribeye.*

Chef Mark Todd, the “Cheese Dude”, explained origins of different types of cheeses, their characteristics and tasting notes. Fifi Kirstein, the Managing Partner of Golden Gate Wine, shared wine pairing recommendations. Guests were first led into a guided cheese tour, and then were encouraged to experience different products and combinations on their own.



Left photo: Chef Mark Todd, the "Cheese Dude" (in white chef coat in the center), introduced cheeses to guests.



Right photo: Representatives of Golden Gate Wine recommended pairing options.

Over 60 guests attended the event. Attendants were chefs, importers, foodies and experts in cheeses. Many guests stated they were pleasantly surprised by the wide selection of U.S. cheeses and the quality.

In the first 10 months of 2017, world cheese imports to Hong Kong grew 8% by value while U.S. cheese imports to Hong Kong increased by 40% by value and 45% by volume.

ATO Hong Kong saw the potential of U.S. high-quality cheeses in the market, and collaborated with U.S. Dairy Export Council in 2016-17 in various programs to promote U.S. cheeses and introduce new products. This is the second time the ATO has co-hosted the tasting event. The U.S. Dairy Export Council plans to extend programs to cover the general public as well. A retail promotion for U.S. artisanal cheeses has been scheduled in an AEON supermarket in December 2017. ATO Hong Kong believes these programs help expand market opportunities and will support such events in the future.

Source of Data: Hong Kong Import Statistics in 2016, Cheese, Group 25, Hong Kong Census & Statistics Department by Global Trade Atlas