

Voluntary Report – Voluntary - Public Distribution

Date: May 12, 2023

Report Number: TW2023-0021

Report Name: MeiTai Craft Beer Festival Untaps US Ingredients Potential for Local Beer Brewing

Country: Taiwan

Post: Taipei ATO

Report Category: Agricultural Trade Office Activities, Beverages, Coffee, Export Accomplishments - Events, Export Promotion Programs, Promotion Opportunities, SP1 - Expand International Marketing Opportunities

Prepared By: Katherine Lee

Approved By: Emily Scott

Report Highlights:

ATO Taipei, in partnership with twelve Taiwan craft beer breweries, delivered a successful craft beer festival that promoted ten U.S. ingredients through new-to-market, limited-edition craft beers. Beers were promoted to more than 50,000 Taiwan consumers at a weekend-long public festival. The special ingredients were sponsored by U.S. private company suppliers and Cooperators through ATO Taipei's coordination. Success was evident that during and after the event – at least six breweries commercialized the collaboration beers; nine brewers reported that they would continue to purchase the sponsored ingredients; third-party bars and restaurants continue to sell the created brews.

Program Summary:



[Link to the Facebook post](#)

On the weekend of April 15 – 16, ATO Taipei hosted twelve renowned Taiwan craft beer breweries under MeiTai¹ Craft Beer Pavilion at FunTasty’s food fair to present ten new-to-market, limited-edition craft beers that featured ten diversified U.S. ingredients, in addition to U.S. hops. Each brewery was previously paired with a special U.S. ingredient at the kick-off event in December 2022. Throughout product development, brewers experimented with recipes that featured the assigned ingredient. The special ingredients were sponsored by U.S. suppliers and Cooperators through ATO Taipei’s coordination. (Appendix 1, 2, 3)

The festival also promoted fourteen imported U.S. craft beers represented by Sierra Nevada, Revision, Societe, Beachwood, Toppling Goliath, Monkish, plus numerous award-winning locally brewed beers made with U.S. hops.

Event Successes:



Success was evident that during and after the event – at least six breweries commercialized the collaboration beers; nine brewers reported that they would continue to purchase the sponsored ingredients.

with a specific interest in ten new-to-market, limited-edition craft beers through local brewers’ collaboration with the U.S. suppliers (Appendix 4. Beer Label).

The two-day food fair attracted more than 50,000² consumers in attendance. At least 2,500³ consumers purchased one of the 54 craft beers showcased at the MeiTai Craft Beer Pavilion,

ATO Taipei also engaged buyers from F&B and retail channels to explore the potential of new beers. The conversations invited more product commercial launch opportunities for the upcoming peak season.

¹ Mei, Tai literally means the U.S. and Taiwan in Mandarin Chinese.

² Source: the show organizer, FunTasty

³ The estimate is based on the pavilion’s total on-site sales divided by the average unit price of craft beer, assuming 2 cups of beer consumption per person.

One of the sponsors already reported its success of landing a significant order from a renowned local craft brewery.

The Taiwan craft brewing scene is relatively fragmented. There is no overarching association through which brewers could coordinate and effectively market and lobby for new more liberal brewing legislation that would also benefit U.S. exports (e.g., taxes, tariffs, zoning requirements). This event successfully brought Taiwan’s craft brewing participants together in a way never done before and attendees were appreciative and supportive. This hopefully paves the way to mature and improve Taiwan’s craft breweries in a manner that realizes growth for U.S. exports.

AIT went above and beyond for this event. Hats off to everyone involved as all demonstrated professionalism and courtesy. Thank you. These events truly boost awareness and sales over the medium and long term (as well as a boost in the short term) – Participant



MeiTai Craft Beer Fest was born from a simple belief in the power of a group of Taiwan craft beer brewers united by the Agricultural Trade Office Taipei, together to build unique craft beers made with various U.S. ingredients. With that belief came the desire to provide a stage where brewers can tell their stories and consumers taste these exciting beers made with U.S. ingredients.

Social Media Outreach:



ATO Taipei coordinated the event logo to strengthen the linkage with its official social media branding. The logo was applied to all Mei-Tai Beer Fest online and offline marketing materials, including the beer labels, the event props, and all social media post graphics.

In addition to positive feedback from trade contacts and consumers, the festival received extensive key opinion leaders' (KOLs) coverage and consumers' digital promotion redemption, attributing to significant follower increases by 3,500 for ATO Taipei's United Tastes in Taiwan [Instagram](#) and 300 for [Facebook](#). The Western Rodeo theme of the pavilion design attracted consumers to take selfies, quickly boosting awareness of the event via social media. (Appendix 5. Pavilion Design)

To promote the event, ATO Taipei curated a series of posts for a month long, leading up to the actual event. The posts featured inspirations of each exclusive beer made by each famous brewer. ATO Director Emily Scott also attended [Eddy.Live](#) podcast, joining her were two participating brewers from Flying Fox and Jim & Dad's, to promote the event and elaborated the close collaboration between the ATO and local beer brewers. The entire one-month long social media campaign created impressive reaches for United Tastes in Taiwan's [Instagram](#) (Reach: 370,141) and [Facebook](#) (Reach: 465,828).

During the two-day event, ATO Taipei coordinated with over 45 social media influencers to boost the awareness of the event. The collaboration with KOLs scored over fifty stories sharing and one engaging post without any cost. The stories generated a total of 4,615 views within three days on Instagram.



ATO Taipei hosted the game--Lock on Beer, to enrich consumers with the event's feature beers. The player got thirty seconds to memorize collaboration beers' labels corresponding to the featured U.S. ingredients, before being challenged to locate each match. The winner got a giveaway, sponsored by ATO Taipei and participating ingredient suppliers. The game attracted more than four hundred consumers to participate.

Key Learnings

- **The consumer-facing event creates an opportunity for the product to prove its potential.** Brewers are adventurous to deliver their utmost creative beer for this event. Some first thought about making only one batch for this special event. But after the extraordinary turn-out, they evaluated about making another batch. Some thought about instead of using the ingredient in craft beer, there might be other opportunities in making other kinds of beverages, like tart cherry concentrate in seltzer and ginseng fiber in malt beverages.
- **The timing of sponsored ingredients' availability to the brewery is critical to success.** It takes at least two months of lead time for the brewers to experiment the recipe that features the assigned

ingredient. For the new-to-market ingredient, it requires extra time to consider, given the potential delay via shipment or customs clearance.

- **Calls for future events and collaboration.** AIT Taipei has received calls from participants and consumers to recreate a similar event next year. ATO Taipei will strongly consider doing so in an effort to continue marketing of U.S. brewery inputs and Taiwan’s craft brewing scene.

The result of the efforts by the AIT team was positive in all aspects. My recommendation is to regularize such events in the future. – Participating Brewer

Appendix

Appendix 1. List of Collaborating Breweries (hyperlinks included)

- 1) [Taihu Brewing](#)
- 2) [SUNMAI](#)
- 3) [Taiwan Head Brewers](#)
- 4) [ZhangMen Brewing Company](#)
- 5) [Ugly Half Beer](#)
- 6) [Jim & Dad's Brewing](#)
- 7) [Tsai's Actual Brewing Co.](#)
- 8) [Redpoint Brewing Co.](#)
- 9) [23 Brewing Company](#)
- 10) [55th Street Craft Brewery](#)
- 11) [Tilted Shack Brewing Co](#)
- 12) [Flying Fox](#)

Appendix 2. List of Special Ingredients and Sponsors

- 1) Malt – U.S. Grains Council, Two Track Malting
- 2) Blueberry concentrate – U.S. High-bush Blueberry Council, Oregon Fruit Products
- 3) Cranberry concentrate – Ocean Spray
- 4) Montmorency tart cherry concentrate – Cherry Marketing Institute, King Orchards
- 5) Peach, 100% Pure Fruit Single Strength Purees – Oregon Fruit Products
- 6) Raspberry, 100% Pure Fruit Single Strength Purees – Oregon Fruit Products
- 7) Hawaii coffee beans – Hawaii Coffee Association
- 8) Wisconsin Ginseng – Wisconsin Ginseng Board
- 9) U.S. Breakfast Cereal
- 10) Bourbon Barrel⁴ – Buffalo Trace Distillery
- 11) Yeast – White Labs

Appendix 3. Pairing Results

<u>Brewery</u>	<u>Product</u>
Taihu Brewing	Raspberry puree
SUNMAI	Blueberry concentrate
Taiwan Head Brewers	Ginseng
ZhangMen Brewing Company	Tart cherry concentrate
Ugly Half Beer	Buffalo Trace Bourbon Barrel
Jim & Dad's Brewing	Hawaii Coffee Bean
Tsai's Actual Brewing Co.	Peach puree
Redpoint Brewing Co.	Malt
23 Brewing Company	Yeast
55th Street Craft Brewery	Tart cherry concentrate
Tilted Shack Brewing Co.	Reese's Puffs Chocolatey Peanut Butter
Flying Fox	Cranberry concentrate

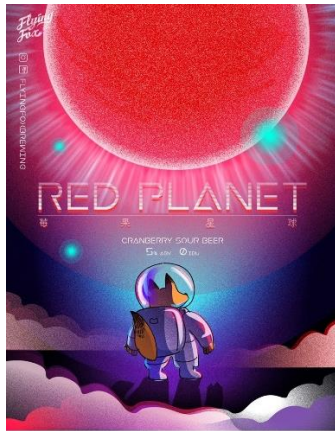
⁴ The barrel is delayed, so the beer made with it by Ugly Half will be released at another ATO future event.

Appendix 4. Beer List and Labels

Part 1: New-to-market, limited-edition beers that feature sponsored U.S. ingredients

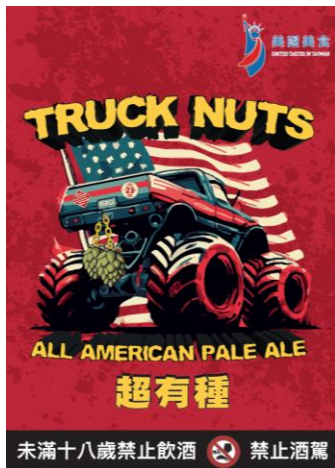


*Ginseng is Beautiful – Ginseng Beer by Taiwan Head Brewers Brewing
(Sponsor: Wisconsin Ginseng Board)*



禁止酒駕 未滿十八歲請勿飲酒

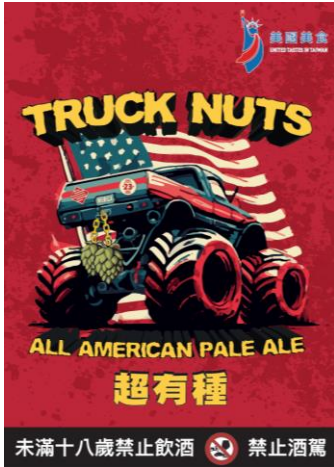
*Red Planet by Flying Fox
(Sponsor: Ocean Spray)*



未滿十八歲禁止飲酒 禁止酒駕

*Truck Nuts All American Pale Ale by Redpoint Brewing Co./23 Brewing Co.
(Sponsor: Two Track Malting, U.S. Grains Council, White Labs)*





Truck Nuts All American Pale Ale by Redpoint Brewing Co./23 Brewing Co.
(Sponsor: Two Track Malting, U.S. Grains Council, White Labs)

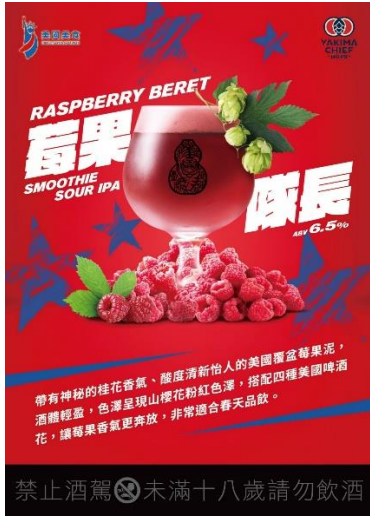


The Great Cherry Sipper by 55th Street Craft Brewery
(Sponsor: Cherry Marketing Institute)



HULAHULA KOPE ALE by Jim & Dad's Brewing
(Sponsor: Hawaii Coffee Association)





Raspberry Beret by Taihu Brewing
(Sponsor: Oregon Fruit Products)



Vanilla Ice Cream Peach Puree Cream Ale by Tsai's Actual Brewing
(Sponsor: Oregon Fruit Products)



SUNMAI Blueberry Dark Lager
(Sponsor: Oregon Fruit Products)





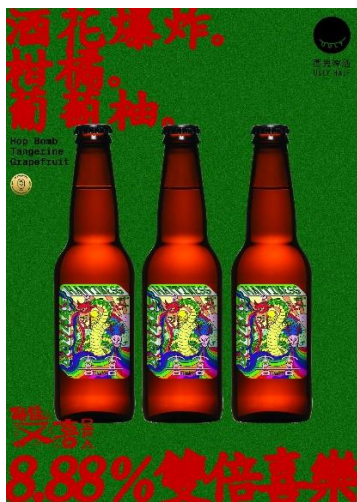
Cherry on Top by Zhangmen Brewing
(Sponsor: King Orchard)



Morning Toonz American Breakfast Stout by Tilted Shack
(Sponsor: craft beer passionate ES)



Part 2: Award-winning Locally-brewed Craft Beers that Feature U.S. Hops (Ugly Half as an example)



Part 3: Imported U.S. Craft Beers (Sierra Nevada, Revision, Societe, Beachwood, Toppling Goliath, Monkish)



Appendix 5. Pavilion Design





Contact Agricultural Trade Office Taipei

Office Hours: 8:00 AM – 5:00 PM
 Telephone: (011-886-2)2705-6536
 Fax: (011-886-2)2754-4031
 Email-FAS: atotapei@usda.gov



Attachments:

No Attachments.