

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 10/16/2012

**GAIN Report Number:**

## Philippines

**Post:** Manila

### **Menu Promotions Showcasing Gourmet Products Support Record U.S. Food and Beverage Exports to the Philippines**

**Report Categories:**

CSSF Activity Report

**Approved By:**

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**Report Highlights:**

FAS Manila partnered with leading importers to showcase U.S. fine foods in a series of autumn menu promotions at premier hotels and restaurants in Manila. Taking advantage of the booming demand for gourmet foods and beverages, these FAS-initiated promotions achieved significant press coverage, enabling importers to maximize their reach to current and potential customers just before placing peak orders for the holidays. Export sales of U.S. food and beverage products are expected to reach a record \$880 million by the end of the year, more than double 2009 levels.

**Background on the Philippine Market:**

Driven by a rapidly growing middle class and strong reputation for quality, U.S. food and beverage (f&b) exports to the Philippines increased 27 percent in 2011 to a record \$761 million. Sales are up 16 percent from January to July 2012 and are expected to reach \$880 million by year-end. The Philippines continues to be the largest U.S. f&b market in SE Asia and one of the fastest growing markets in the world for this high value, job generating sector.

**Activity Name:** U.S. Fine Food and Beverage Menu Promotion

**Description:** FAS Manila partnered with leading importers to showcase U.S. fine foods in a series of autumn menu promotions at premier hotels and restaurants in Manila. Taking advantage of the booming Philippine demand for gourmet foods and beverages, these FAS-initiated promotions achieved significant press coverage, enabling importers to maximize their reach to current and potential customers just before placing peak orders for the holidays.

**Schedule:**

August 24, 2012 6:00 p.m.

Wine & Food Matching Dinner at Cirkulo Restaurant, Makati

September 5, 2012 3:00 p.m.

Afternoon Tea Salon at Lobby Lounge, Dusit Thani Hotel, Manila

September 6, 2012 6:00 p.m.

Wine & Food Socials at Garden 3, Marriott Hotel, Manila

September 6, 2012 7:00 p.m.

Wine & Food Matching Dinner at the Village Tavern, Bonifacio High Street, Fort Bonifacio

September 19, 2012 7:00 p.m.

California Wine Trail Degustation Dinner at Prince Albert Rotisserie, InterContinental Hotel, Manila

**Promoted Products:** U.S. beef, dried fruits (including blueberries, cranberries, cherries, dates, prunes and raisins), nuts (including almonds, macadamias, pecans, pistachios, hazelnuts and walnuts), seafood and wines.

Note: FAS Manila extended an invitation to all gourmet food and beverage importers of these products to participate in the menu promotions.

**Event Photos and Menu Highlights:**

**Wine & Food Matching Dinner  
Cirkulo Restaurant**

USDA  
in cooperation with

BERINGER CIRKULO PTC

invites to a  
**WINE & FOOD PROMOTION**  
on Friday, August 24, 2012, 7:00 pm at  
Cirkulo Restaurant  
900 Milkyway Bldg. A, Almas Ave. cor. Paseo de Roxas, Makati City

**MENU**

*Cheesecake*  
"Salty and Sweet" Nuts  
Roasted U.S. Almonds, Hazelnuts, Pistachios with Rosemary, Brown Sugar and Sea Salt

*Hojaldres de Espinacas*  
Baked Pufflo Pastries with Spinach, White Cheese and Pine Nuts

Beringer Sparkling White Zinfandel  
Beringer Chardonnay Napa Valley 2009

*Family Style Dinner:*  
Ensalada Espinacas  
Spinach Salad with Red Wine Cherry Tomatoes, Pork Cracklings and Sherry Vinaigrette

*Conchero Local at Horns*  
Roast whole Suckling Lamb with Garlic and Rosemary  
Beringer Clear Lake Zinfandel 2007

*Chuletón a la Brasa*  
Charcoal Grilled U.S. Angus Porterhouse Steak  
Beringer Merlot Napa Valley 2006

Roasted Tomatoes and Zucchini, Sauteed Green Beans

*Puella Montaña*  
Saffron seasoned rice with Potabeller Mushrooms, Roasted Garlic and Asparagus

*Cheese and Dessert*  
Bake Brie in Puff Pastry with U.S. Golden Raisins, Dried Cranberries and Caramel

Sweet Cherry Chocolate Souffle with organic Elvesta Gran Cru Chocolate, Red Wine Poached Cherries and Manteclado Ice Cream

*Ice Tea, Softdrinks, Segafredo Coffee and Twinings Tea*

— Will attend  
— Cannot Attend

Please RSVP to Happy Living Phils. Corp.  
Email: info@happylivingphils.com.ph  
Fax: 895-6505 Tel. 895-6507 to 08

Attire:  
Smart Casual



Wine Importer, Agricultural Counselor  
Philip Shull and a Regional Wine  
Distributor



Chilled U.S. White  
Wine



Cirkulo Restaurant's  
Signature Charcoal-  
Grilled U.S. Beef

Baked Brie in Puff Pastry with U.S. Raisins  
and Dried Cranberries



House Trail Mix of  
Roasted U.S. Almonds,  
Hazelnuts and  
Pistachios (with  
rosemary, brown sugar  
and sea salt)

## Afternoon Tea Salon Lobby Lounge, Dusit Thani Hotel, Manila

### Afternoon Tea Salon

Selection of premium teas and herbal infusions,  
coffee and decaffeinated coffee

#### Tea Sandwiches

**Cucumber & Cream Cheese with Roasted Pistachios**  
with Nurbong Darjeeling Spring First Flush,  
a bright, delicate black tea with a gentle flowery flavor

**Smoked Salmon with Wasabi Mayonnaise**  
with Morgentau Morning Dew Tea,  
a tea creation with delicate flavours of mango and lemon

**Roast Beef Sandwiches with Macadamia-Mustard Butter**  
with Jungpana Premium Black Darjeeling Summer Second Flush,  
a premium tea with a flowery elegance

#### Homemade Pastries

**Scones with Strawberry Jam and Cream**  
with PAI MUTAN Tea (white Peony)  
a premium, white-leafed tea with a sweet aroma  
of freshness and light space

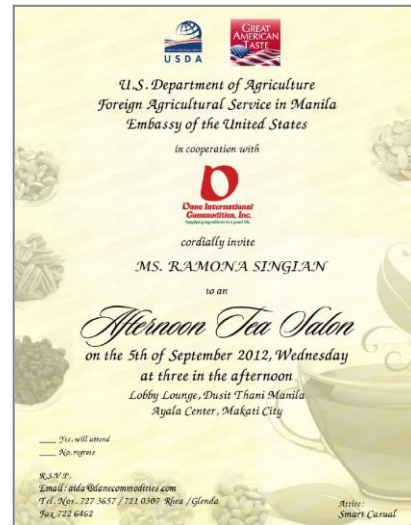
**Almond Fondant Biscuit with Dried Cherries**  
**Caramelized Walnut-Pecan Tartlet**  
**Philadelphia Cheesecake with California Raisins**  
with the sheer pleasure of Peach Apricot Oolong,  
fragrant orange blossoms and luscious pieces of peach

**Dried Cranberry, Blueberry and Prune Compote with Red Wine Cream**  
**Dates stuffed with Marzipan**  
with Roibosh Vanilla  
a much-loved herbal infusion tinged with the richness of creamy vanilla

**Premium Ingredients from the United States**  
California Raisins  
U.S. Dried Fruits (blueberries, cherries, cranberries,  
pitted dates and pitted prunes)  
U.S. Nuts (almonds, macadamias, pecans, pistachios and walnuts)



Agricultural Attaché William Verzani welcomes guests and describes the premium quality of U.S. dried fruits and nuts



A mouth-watering spread of savory tea sandwiches and sweet delights with U.S. dried fruits and nuts

U.S. dried fruits and nuts importer with the Dusit Thani Manila F&B Director and the "Tea Ladies" of the Lobby Lounge





# Wine & Food Socials Garden 3, Marriott Manila



Philippine Daily Inquirer, September 13, 2012



Philippine Star, September 27, 2012



The Foreign Agricultural Service of the United States Department of Agriculture  
U.S. Embassy Manila  
and  
Emperor Distillers, Inc.

request the pleasure of your company

to a "US Food and Wine Socials"

on Thursday, September 6, 2012  
6 to 9 pm  
at Garden Room 3 of Marriott Manila  
Newport City Complex, Pasay City

Come celebrate with us in a night of food and wine Cocktails from the U.S.A.  
featuring Barefoot Cellars, currently the #1 wine brand in the US  
matched with other outstanding food products from the United States.

We look forward to seeing you...

Attire: Business/Business casual  
We have reserved two (2) seats for you.

## Menu

### Appetizer

Shrimps Cocktail with Ginger Chili Dressing  
Served with Barefoot Moscato

### Main Course

Pan Roasted U.S. Beef Tenderloin with Herbed Goat Cheese,  
Provencal Vegetable Ragout, Sautéed Potatoes and Red Wine Jus  
Served with Barefoot Cabernet Sauvignon

### Dessert

Valrhona Chocolate No-Bake American Cheesecake with pitted dark  
cherries in raspberry sauce with mango Salsa  
Served with Barefoot Merlot



Top restaurateurs and caterers enjoy the vibrant atmosphere with good food and wines

Wine & Food Matching Dinner  
The Village Tavern, Bonifacio High Street



USDA - ROBERT MONDAVI  
*Wine Dinner*  
September 6, 2012  
6:30 pm

**MENU**

**Fresh Tomato and Basil Bruschetta**  
*Robert Mondavi Woodbridge White Zinfandel*

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**New England clam chowder with oyster crackers**  
*Robert Mondavi Woodbridge Chardonnay*

\*\*\*\*\*

**Roasted U.S. Beef Tenderloin with wild mushroom sauce, seasonal vegetables and duchess potatoes**  
*Robert Mondavi Private Selection Cabernet Sauvignon*

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**California Raisin brioche and banana ice cream**

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Coffee or Tea

**P1,500**  
per head



Village Tavern, Bonifacio High Street  
For reservations call: 621-3245



Agricultural Counselor Philip Shull leads a toast and welcomes guests



Wine importer with Agricultural Counselor Philip Shull and guests at the Village Tavern

California Wine Trail Degustation Dinner at  
Prince Albert Rotisserie, InterContinental Manila



Guest of Honor U.S. Ambassador Harry K. Thomas, Jr.



U.S. Deputy Chief of Mission Brian L. Goldbeck with his wife and a leading journalist



Agricultural Counselor Philip Shull and a wine importer

**California Wine Trail Degustation Dinner**

Shrimp, Sweet Potato, and Leek with Ballantine of California  
Paired with Hillcrest

Seared New England Lobster with Leek Sauté  
Paired with Hillcrest

Tennessee Sockeye Salmon  
Paired with Hillcrest

Aged Nebraska Beef on Buttered Leafy Greens and Butternut Squash  
Paired with Hillcrest

Warm Brioche with Spiced Poached Fruit  
Paired with Kendall-Jackson

