

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

California Wine Promotion; ATO New Food Products Trade Show; Café Show (Pizza & Pasta Expo); 2016 California Raisin Chocolate Idea Seminar held for patissiers chefs in Tokyo and Osaka; American Wine Day 2016 held successfully in Osaka; Ambassador Kennedy Visits Niigata Agri-Park

General Information:

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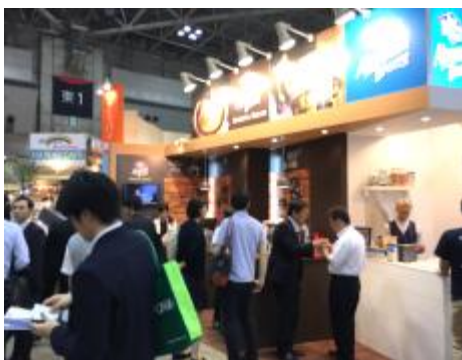
California Wine Promotion: On June 20, ATO Director Rachel Nelson supported the California Wine Institute’s By-the-Glass Promotion Awards Ceremony at Beluga Restaurant in Tokyo. Following opening remarks, Ms. Nelson presented certificates to the 15 restaurants that sold the most glasses of California wine during the promotional campaign. The By-the-Glass campaign has resulted in many restaurants offering California wine by the glass, rather than requiring customers to purchase a whole bottle, for the first time. As California wines can be relatively more expensive than other new world wines, selling by the glass has made California wines more accessible casual diners. The awards ceremony was mentioned in several magazines and

online blogs in subsequent days.

ATO New Products Trade Show: On June 8, Agricultural Trade Office (ATO) Tokyo conducted the first new-to-market U.S. food and agricultural products showcase with 24 U.S. exhibitors. Targeting Japanese importers, retailers and foodservice industry buyers, this trade show was a collaboration between the ATO and Western United States Agricultural Trade Association (WUSATA), which recruited U.S. companies for the inbound mission to Japan; ATO Japan recruited 13 additional U.S. suppliers. Exhibitor surveys revealed a high level of satisfaction in the event and more than \$275,000 in expected sales over the next 12 months.



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Calbee Launches Hawaiian BBQ-flavored Potato Chip at Café Show: The Hawaii Department of Agriculture and four additional U.S. exhibitors participated in the 4th Cafe and Pizza/Pasta Expo at Tokyo Big Sight from June 6-8. The tradeshow attracted nearly 30,000 visitors over three days. Calbee, the largest Japanese potato chip company and the only manufacturer using fresh U.S. chipping potatoes, launched a seasonal flavor of potato chips featuring Hawaiian-made barbeque sauce. The chips will be sold at most major convenience stores across Japan later this summer. Hawaiian BBQ is Calbee’s third Hawaiian-themed chip flavor, following the earlier success of Hawaiian

Onion Salt and Maui Onion.

<http://www.calbee.co.jp/newsrelease/140514b.php>

<http://www.calbee.co.jp/newsrelease/140730.php>

California Raisins Teams Up with Japanese Pâtissières in Tokyo and Osaka: The California Advisory Board held its first “California Raisin Chocolate Idea Seminar” on May 18 in Tokyo and 25 in Osaka. The seminars, conducted in cooperation two renowned pâtissières and Callebaut Japan promoted the high-quality and the versatility of California raisins as an ingredient in sophisticated chocolate confectionaries. At the events, ATO Director Rachel Nelson thanked Japanese confectionary manufacturers for their continued support for California raisins, the consumption of has increased 18 fold since first arriving in Japan sixty years ago. The events, oversubscribed at both venues, underscored the appeal of California raisins in one of the most vibrant, sophisticated food industries in Japan as the pâtissières incorporated California raisins in beautiful and innovative creations. The Q&A sessions at the end of the seminar lasted unusually long, reflecting a renewed interest and strong potential for the dried fruit.



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Osaka Hosts American Wine Day 2016: Kobe-based importer Wine People hosted its fourth American Wine Day at The Ritz Carlton Hotel Osaka on May 24, 2016. One of the biggest-ever events in the Kansai region to promote U.S. wines, the sold-out crowd was able to enjoy more than 200 labels from California, Oregon, Washington, and New York. ATO Director Rachel Nelson thanked guests for their continued efforts to promote U.S. wines in the Japanese market, which though fiercely competitive continues to hold great potential for U.S. exports. The event, which targets industry buyers in the afternoon and consumers in the evening, continues to attract new wine lovers across the region each year.



Ambassador Kennedy Visits Niigata Agri-Park: On Monday, June 27, U.S. Ambassador to Japan Caroline Kennedy joined Niigata City Mayor Akira Shinoda for a tour of the Niigata City Agri-Park. The two year-old, \$15 million facility is the result of collaboration between Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Niigata City Board of Education to inspire the next generation of Niigata farmers and to promote so-called sixth industrialization, a MAFF-

supported campaign to develop value-added industries linked to agricultural production, including processing, services, technology and distribution. The Ambassador sampled mozzarella cheese developed at the Food Processing Support Center, picked tomatoes with local 5th grade students and met with an innovative rice farmer, who has teamed up with Japan’s second-largest convenience store operator Lawsons to expand the distribution of Niigata rice. Niigata is the largest rice-producing prefecture in Japan, and agriculture is the largest contributor to Niigata economic activity.
