

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Internal

Date: 7/12/2016

GAIN Report Number:

Philippines

Post: Manila

U.S. Fine Foods and Beverages Showcase Attract Top Food Franchises

Report Categories:

Food Service - Hotel Restaurant Institutional

CSSF Activity Report

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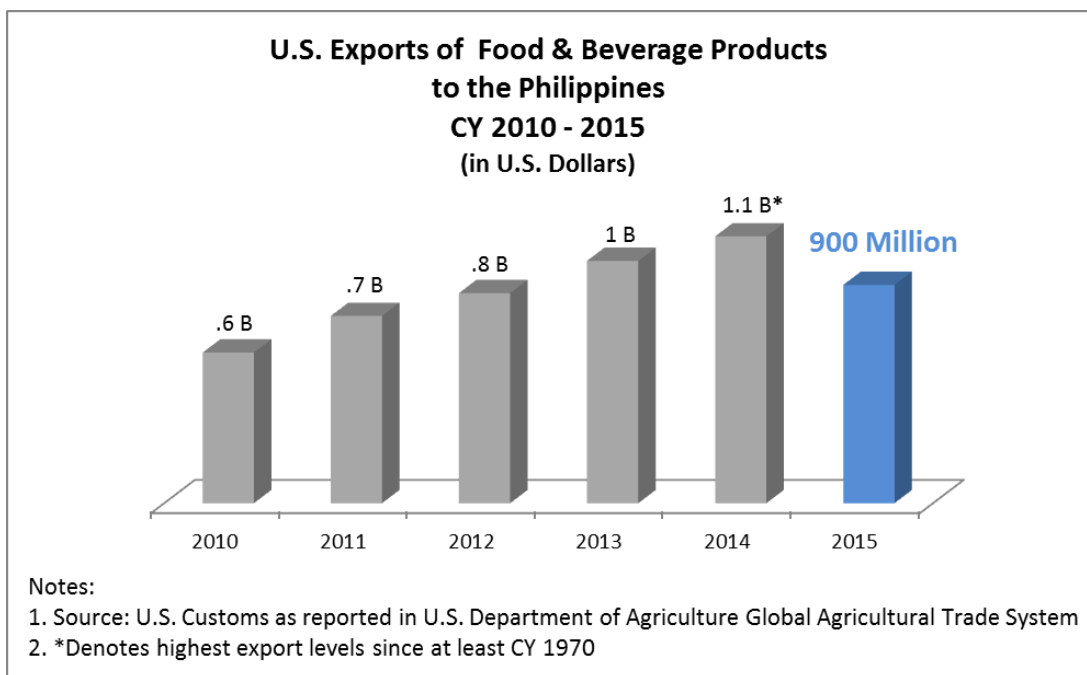
Maria Ramona C. Singian

Report Highlights:

In a first-time cooperative marketing effort with the U.S. Commercial Service–Manila, the Foreign Agricultural Service in Manila organized a combination trade show/reception with key decision makers from major food franchises and foodservice players across the Philippines. The event showcased the availability, quality and applications of U.S. fine foods and beverages, and was supported by the Philippine Franchise Association and the Hotel and Restaurant Purchasing Managers Association of the Philippines. The CSSF allocation for Trade Promotional Programs was used to support this outreach activity.

About U.S. F&B Exports to the Philippines

The Philippines is the largest U.S. food & beverage (F&B) export market in Southeast Asia and one of the fastest growing markets in the world. Despite significant price declines in many agricultural commodities and a strong U.S. dollar, export sales of U.S. F&B products to the Philippines still reached \$900 million in 2015, just below the 2014 record of \$1.1 billion. F&B remains the premier growth sector for U.S. agriculture in the Philippines due to the country's robust economy, steady expansion of the food industry, and consumer familiarity with American brands.



Philippine Food Franchise Sector

Food Franchises are a major part of daily life in the Philippines. U.S. and international chains ranging from Starbucks and McDonalds to Teddy's Bigger Burger are widespread. Chains such as Kenny Rogers Roasters and Shakey's Pizza are experiencing remarkable success in the Philippines, and the Philippines' own world class franchises such as Jollibee, combine to create a franchise sector that has few equivalents.

The Philippine food franchise sector continues to grow driven by the robust economy, growing disposable income among the upper and middle class, proliferation of retail shopping centers, steady influx of tourists, rapid growth of the business process outsourcing (BPO) sector, and increase in number of women joining the workforce. Dining out continues to be an important aspect of Filipino family bonding and celebration.

Food franchises require high-quality F&B products such as meats, poultry, seafood, dairy products, processed fruits & vegetables, fruit juices, dried fruits, nuts, wines and craft beers. Operators are keen on introducing new and exciting menu offerings.



**U.S. EMBASSY
Networking Night with
the Franchise Industry**

June 28, 2016
Ballroom A, Fairmont Hotel
Makati City



INVITATION MESSAGE

The U.S. Department of Agriculture
Foreign Agricultural Service in Manila
and

The U.S. Commercial Service - Philippines
cordially invite you to a networking reception with
U.S. food and beverage suppliers and Philippine franchisees
on Tuesday, June 28, 2016
from six to eight o'clock in the evening

R.S.V.P.
Direct: (02) 301-2260
Facsimile: (02) 521-0416

Attire: Business



**Activity
Name:**

**Fellow
ship
with
Food
Franchi
ses
Date
and
Venue:**

June
28,
2016,
Fairmo
nt
Hotel

Manila

Allocated Funds: \$3,000

CSSF Description: FAS Manila will host a tabletop showcase and trade reception for key decision makers of the Philippine food franchise sector and other foodservice players to: a) Showcase the availability, quality and applications of U.S. fine foods and beverages, b) Link importers with food franchises, and c) Identify market access issues, trends and new trade opportunities.



The event was attended by 180 key decision makers of U.S. and Philippine -grown food franchises including Burger King, Chowking, Dencio's, Dunkin' Donuts, Greenwich, Jamba Juice, Jollibee, KFC, Krispy Kreme, Le Couer de France, McDonald's, Mang Inasal, Max's, Mister Donut, Pancake House, Red Ribbon, Shakey's, Tokyo Tokyo, Yellow Cab and Wendy's, and other foodservice players. Fifteen importers highlighted a wide variety of fine foods and beverages.



Agricultural Counselor Ralph Bean with McDonald's Philippines founder and chairman Dr. George T. Yang.

Philippine Importers	Brands/Products
Benby Enterprises	Swiss Miss Dark Choco Mocha Frito Lay Honey BBQ Chips Cheetos Crunchy Cheddar
Bugle Boy Distributors	Roar Performance Drinks
Dane International Commodities	Raisins, Almonds, Walnuts, Trail Mixes
Equilibrium Intertrade Corp.	Torani Flavoring Syrups Mocafe Powder David Rio Powder
Emperador Distillers	Barefoot Wines
GEMCO - Welch's Philippines	Welch's Grape Juice Products
Global Beer Exchange	Craft Beers (various brands)
Global Noble International Corp.	Clos Du Bois Wines Simi Wines Milbrandt Traditions Wines
Global Strategic Partners and Distribution, Inc.	Michigan Pie Filling Snapple Juice and Tea Drinks Jollytime Popcorn Aloe Vera Juice
Link Import Export Enterprise	Sunmaid raisins Oceanspray cranberry juice/syrup Old Fashion Cheeses Falcon's Valley Maraschino Cherries Comstock Pie Fillings
Metro Wine Center	Estancia California Wines

Mida Food Corp.	Scallop Meat Alaskan Black Cod Whole Cooked Maine Lobster
My Own Meat Shop	Strip Steaks
PTC Commercial Corp./ESV International	IBP Brisket Fingers Johnsonville Sausages Mission Tortilla Wrap
Snapsnacks Foods/Candy Corner	Jelly Belly Candies Brown & Haley Candies Nestle Wonka Candies

