

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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U.S. Food Festival Evaluation Report

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Post organized a U.S. Food Festival held July 4-6, 2014 in one of Santiago's premier shopping centers. Seven Chilean importers of U.S. food products exhibited 25 U.S. brands. They sampled and sold 60 U.S. products.

General Information:

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Name of activity: U.S. Food Festival 2014 – Festival de Alimentos USA 2014

Beginning/Ending Dates: July 4-6, 2014

Location: Alto Las Condes Mall

Post: Santiago, Chile

CSSF: \$64,241

The main objectives of the festival were:

- Increase awareness of American products among the target audience: the media and middle to upper income customers (i.e. young working couples and families) and educate them about the products' quality and variety.
- Assist Chilean importers to promote U.S. food products among Chilean end consumers as a means to offset the fierce competition with other imported products, especially those from Argentina, Brazil, and Colombia.
- Introduce 25,000 to 27,000 target consumers daily during the festival.
- Increase sales of U.S. promoted products.
- Increase visibility of the U.S. products in the local market with this activity.

AgSantiago organized a U.S. Food Festival held July 4-6, 2014, the most U.S. significant dates for Chileans, at one of Santiago's premier shopping centers, Alto Las Condes Mall. The festival lasted three days, where seven Chilean importers/distributors had the opportunity to exhibit, sample and sell U.S. already-in-market and new-to-market products to end consumers visiting the shopping center during the U.S. holiday week-end. This included: Anson Trading, Asur S.A., FH Engel, Inversiones SMS, Promasa, Promerco, and Velarde Hnos.

The 25 U.S. brands who participated in the event were:

Hunt's – Swiss Miss – French's – Otis Spunkmeyer – Celestial Seasonings – Nerds – Tabasco – Prego – Buddy Fruits – Maruchan – M&M's – Schreiber – Mc Cormick – Pam – Wesson – Frank's Red Hot – Florida's Natural – Pop Corners – Hershey's – Campbell's – Act II – Maddy's Sweet Shop – Eat Smart – Bil Jac and Heinz.

Post searched for the most attractive and popular location for the event. Finally, Post selected one of the main shopping centers in Santiago, to reach our target audience. Post negotiated a special rental price that was lower than a fairgrounds or convention center site for the three day activity.

Post contracted a show organizer, who handle logistics, and charged only 10 percent of the space and activity to each importer in order to reduce activity expenditures.

After recruiting exhibitors and securing the venue, Post worked closely with a communication agency to maximize media coverage before, during, and after the event. Before the festival started, the agency

circulated a press release announcing the festival. The opening ceremony was attended by broad range of local media. These included 25 mass media representatives including broadcast media, newspapers, on-line publications, and lifestyle magazines. In addition, online coverage continued well after the event with various outlets posting videos and text on their websites, including the popular TERRA internet website channel site which is visited daily by approximately 620,000 people in Chile.

Respected media covered the event, including television stations, internet magazines, internet webpages, social media, and specialized magazines like La Buena Vida, Canal Horeca, Quiltros Magazine, Revista Buena Salud and Revista Cosas. All of them published articles to describe the high quality of the event and the promoted products. Three of the most popular TV channels (Channel 13, 7 and 24 Horas) interviewed the FAS Agricultural Attaché Rachel Bickford. The interviews aired on July 4th. This strong media coverage broadly advertised the positive image of the U.S. food products, further building on the U.S. reputation for high quality food products.

During the festival, Post organized a number of activities for kids and raffled off U.S. products that were being exhibited. A jazz band gave the event a festive atmosphere and garnered positive attention from the media and visitors. The Festival successfully fulfilled its objective of creating a festive U.S. party for the whole family to celebrate the 4th of July.

Outcomes:

- U.S. food importers reached an average of 71,505 end consumers at the shopping center, which exceeded Post's expectations.
- The activity had a successfully media coverage, especially during the inaugural day on the 4th of July. This coverage was from 22 media outlets, which included broadcast media, bloggers, and specialized magazines.
- U.S. sales of promoted products raised an average of 50 percent. Post is going to follow-up to measure additional sales after 6 and 12 months.
- U.S. Festival positioned itself as a food and family event for the 4th of July holidays.

Conclusion:

Due to the great success of 2014 U.S. Food, Post wants to repeat the activity for 2015 with more U.S. products and Chilean importers.

Photos:



Ag Attaché and Marketing Specialist with Alto Las Condes Manager.



AgAttaché interviewed by Channel 24 Horas.





Chilean importer exhibiting during the three days of Festival.



Some activities during the Festival.