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Post: Manila

“Friday With FAS” Helps Increase Sales of U.S. Foods and Beverages

Report Categories:

CSSF Activity Report

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Report Highlights:

FAS/Manila conceived and implemented a monthly activity to promote a broad range of U.S. food and beverage (f&b) products, focusing on "healthy" and "gourmet" items whose potential is especially great. In partnership with Philippine importers, post hosted monthly "Friday With FAS" trade receptions from March to September 2012. Executives from across the sector were invited to sample and evaluate featured and new-to-market products. Held at a variety of hotels and restaurants, the increasingly popular events highlighted the availability, high quality, and versatility of U.S. foods and beverages. An average of 70 guests attended per event. The Philippines is the largest U.S. f&b market in SE Asia and one of the fastest growing markets in the world. U.S. f&b exports to the Philippines are set to more than double 2009 levels by the end of 2012, two years ahead of the National Export Initiative (NEI) target of doubling by 2014.

General Information:

FAS/Manila launched a monthly activity to promote a broad range of U.S. f&b products, focusing on "healthy" and "gourmet" foods whose potential is especially great. Specific products included meats, cheeses, dried fruits and nuts, wines, and snack foods. Called "Friday with FAS," this 2-3-hour trade reception served as a venue to highlight the availability, high quality, and versatility of U.S. foods and beverages through samplings and displays in a networking reception set-up.

Guests from hotels, restaurants, supermarkets, food manufacturing/processing, government offices and food journalists were encouraged to give their honest feedback to the participating companies after trying and tasting the featured products at the reception. This approach helped the importers/ suppliers to gather information on the taste, quality, pricing, and marketability of their products.

From March to September 2012, FAS Manila organized a total of seven "Friday with FAS" events in Manila, Cebu, and Iloilo. In all, 37 companies participated, featuring 100 U.S. f&b products for almost 500 guests. The monthly receptions were held at a variety of hotels and restaurants. According to participating companies, "Friday with FAS" is expected to generate 12-month projected sales of close to \$1.8 million.

Summary of Friday With FAS Events:

Date	Venue	No. of Featured Importers	No. of Featured Products	No. of Guests
March 20, 2012	Agricultural Counselor's Residence, Fort Global City	2	10	35
April 26, 2012	Radisson Blu, Cebu	6	15	92
May 25, 2012	Agricultural Counselor's Residence, Fort Global City	3	7	42
June 22, 2012	Bistecca Concepts, Makati City	7	28	48
August 2, 2012	Diamond Hotel, Manila	11	23	135
August 29, 2012	Promenade, Days Hotel, Iloilo	3	6	83
September 7, 2012	Lolo Dad's Brasserie, Makati	5	12	54

Below are some snapshots taken during the events:

Kick-Off of "Friday with FAS" at the Agricultural Counselor's Residence, Fort Global City on March 20, 2012:



April 26, 2012, at Radisson Blu, Cebu:



May 25, 2012, at the Agricultural Counselor's Residence, Fort Global City:



June 22, 2012, at Bistecca Concepts, Makati:





August 2, 2012, Diamond Hotel, Manila:



August 29, 2012, at the Promenade, Days Hotel, Iloilo:



September 7, 2012, at Lolo Dad's Brasserie, Makati:



**Pistachio Encrusted
Pork Roast**



Roasted U.S. Turkey

Sample Invitation:



*The Foreign Agricultural Service of the United States Department of Agriculture
U.S. Embassy Manila*

requests the pleasure of the company of

Marla Mendoza

to "Friday With FAS"

This month's event will feature various U.S. food and beverage products such as Lamb Weston sweet potatoes from Multi-M Food Corporation, Honeysuckle White Turkey and Boston Butt Pork from Alternatives Food Corporation, U.S. dried fruits, nuts, and dehydrated potato products from Dane International Commodities, and Ménage à Trois wines from Bestworld Beverage Brands. As always, good food will be served for your enjoyment.

We encourage you to take a moment to carefully taste the featured products and give honest feedback to the sales representatives who will be there. Your comments provide excellent market information.

Date: Friday, September 7, 2012

Time: 4:00 – 7:00 p.m.

Place: Lolo Dad's Brasserie, 6750 Ayala Center, Makati City

Attire: Business/ Business casual

We look forward to seeing you!

REPLY FORM
Friday with FAS

To: USDA-FAS
Facsimile 812-5430/ 8871268

Name of Invited Guest/s : _____
Company/ Organization : _____
Office Number : _____
Facsimile Number : _____
Mobile Number : _____

Response:

- Will attend.
 Unable to attend.

Note: We would appreciate receiving your response on or before September 6, 2012.
Thank you very much.

For more information please contact:

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