

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Czech Republic

**Post:** Prague

### **“Taste of America” Food and Beverage Promotion**

**Report Categories:**

CSSF Activity Evaluation

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**Report Highlights:**

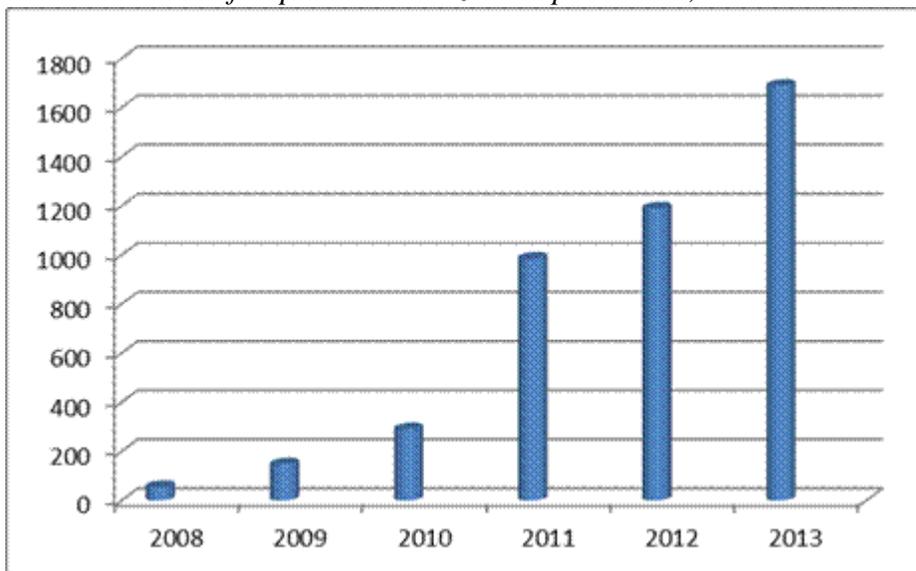
Activity report for beef, seafood, sweet potatoes, nuts, cranberries, desserts, wine and beer event organized in Prague - Klanovice, Czech Republic in May 2014 under CSSF funds.

## General Information:

### Purpose of the activity

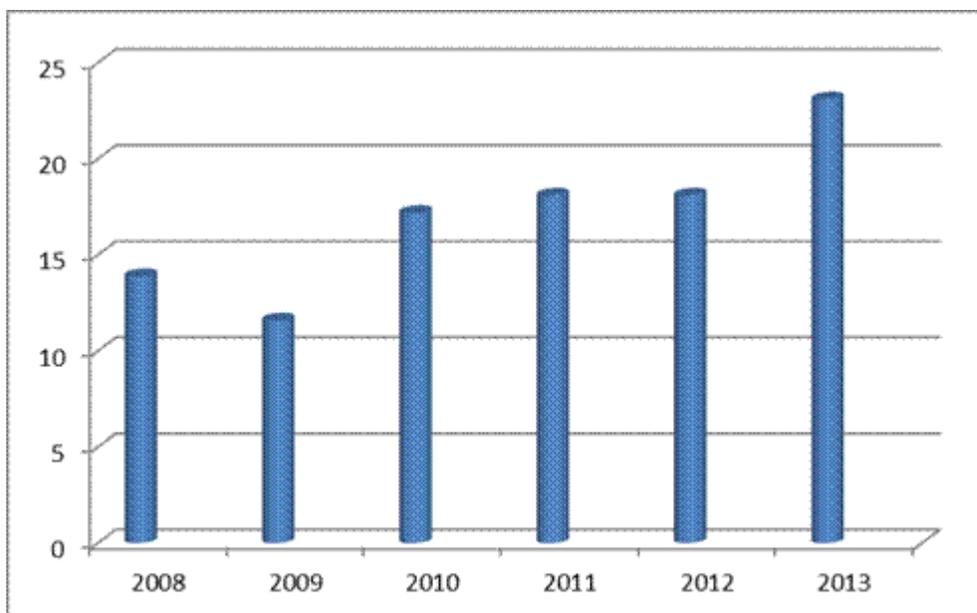
Over the last 10 years imports of fresh beef and nuts, especially almonds, from the U.S. to the Czech Republic has grown significantly. Import of wine increases with fluctuation (around 2006 U.S. wine import exceeded 2 million USD) and import of beer is starting to move up slowly. Craft beer from microbreweries is becoming more popular. Import of live lobster is also rising, even though not as dramatically as fresh beef. Upscale restaurants offering prime U.S. beef and lobster are being opened throughout the country. Another commodity, which is getting more popular are U.S. sweet potatoes and cranberries.

*Chart 1. U.S. Beef Exports to the Czech Republic in 1,000 USD.*



*Source: Czech Statistical Office*

*Chart 2. U.S. Nuts Exports to the Czech Republic in million USD.*



Source: Czech Statistical Office

#### Import of high value products from the U.S. between 2002 and 2013 in 1,000 USD:

|                                | 2002  | 2013   |
|--------------------------------|-------|--------|
| <b>Fresh beef (0201)</b>       | 86    | 1,688  |
| <b>Live lobster (030622)</b>   | 16    | 43     |
| <b>Frozen fish (0303)</b>      | 331   | 768    |
| <b>Nuts (0802)</b>             | 7,344 | 23,171 |
| <b>Cranberries (200893)</b>    | 0     | 2,000  |
| <b>Sweet potatoes (071420)</b> | 1     | 131    |
| <b>Beer (2203)</b>             | 2     | 2      |
| <b>Wine (2204)</b>             | 211   | 727    |

Source: Czech Statistical Office

The reason why U.S. beef is getting more popular in the Czech Republic is its special taste, which is a result of several factors:

- Beef from the U.S. comes from dedicated herd of beef, as opposed to dairy cattle
- Standard quality of U.S. (identical in various cartons)
- Animal age at slaughter is lower (18-20 months) compare to Europe (average 24 months)
- Soft and juicy taste due to its marbling (more fat than dry lean European beef)

#### Activity Description

On Thursday, May 22, the Foreign Agricultural Service of the U.S. Embassy and co-sponsors hosted “Taste of America” event in the [Hotel and Gastronomy School](#) in Prague. Czech buyers, representatives of hotels, restaurants and media had a great opportunity to taste U.S. high quality beef, fish and seafood, sweet potatoes, cranberries, nuts and desserts, wine, beer, chips and dips.

The event was opened by Hotel School Director, mayor of Klanovice (in the vicinity of Prague) and

Michael Henney, Agricultural Attaché, who traveled for the event from Warsaw.



*Michael Henney, Regional Agricultural Attaché welcomes visitors*

### **Actual Results and Outcomes**

The choice of products and menu was great and guests really liked the combinations the Executive Chef Trumpfheller prepared. His cooking demonstration of U.S. beef steaks also added value to the event.

As **Felipe Macias**, representative of the U.S. Meat Export Federation, remarked, beef in the U.S. comes from animals that have been fed a high-energy cereal diet for a minimum of 100 days before going to the butcher. The high-energy diet is what produces the marbling in the beef, the speckles and streaks of white fat that are inside the muscle, what we call intramuscular fat. It is this fat that gives the beef its tenderness, juiciness and flavor. When heated the fat melts and disseminates its juice and flavor throughout the steak.

Since the opening of the duty free quota, shipments of American beef to the EU have grown from around 1,000 metric tons per year to around 20,000 metric tons. This represents just 0.25% of EU beef consumption and American beef isn't really competing with any other beef on offer, it is occupying or even creating its own top niche.



*Felipe Macias, U.S. Meat Export Federation* U.S. beef supplied by Makro Cash & Carry  
**Steven Trumpfheller**, famous American Chef living in the Prague, owner of the [Restaurant U Emy Destinnove](#), and a three-time winner of the Prague Food Festival (<http://www.praguefoodfestival.cz/en->

[program/?lng=en](#)) conducted a great cooking demonstration focused on preparation of the high quality American beef.



*U.S. chef Steven Trumpfheller demonstrating steak preparation*

Attendees of the event learned how to best extract the unique flavors of the various beef cuts, how to combine Californian wines with traditional American dishes including new to market sweet potatoes, while beer lovers were able to explore tastes offered by several American microbreweries. The purpose of the event was to enhance awareness of the high quality American products on the Czech market and to facilitate interaction with current and new customers.



*Jan Ecer, wine importer, talking about California wines*



*Chris Bearwaldt, U.S. brewer discussing American craft beer in the Czech Republic*



*Dessert with cranberries*



*Dessert with pecans*



*French fries from sweet potatoes*  
Pictures are provided by Nina Havlova.



*Mashed sweet potatoes*

## **Menu**

- Lobster cakes with lemon lime tequila avocado mousse
- St. Jacobs mussels with white truffle and cauliflower purée
- Cajun seared flank steak - section carving table
- Slider burgers with bacon, cheddar cheese, ice berg lettuce, tomatoes, red onions, pickles
- Baked salmon with shrimps and mussels in pomodoro sauce

Salmon tartar with olives, capers and lemon infused extra virgin olive oil served with smoked salmon and toast  
Sweet potato fries  
Sweet mashed potatoes  
New York cheesecake  
Chocolate brownie with cherry vanilla milk shake  
Apple cranberry pecan crisp

### **Expected Results and Desired Outcomes**

The event was intended to increase visibility of U.S. products available on the Czech market. Among the attendees were representatives of HORECA sector – hotels and restaurants owners, cash and carry, specialized media, professionals and high level government officials. This was one of the events that our office plans to continue with and expand in the future.

The event was attended by U.S. Embassy press team and a few journalists, who mainly took pictures and videos.

FAS Prague projects based on the discussion with the exhibitors a boost of exports of U.S. seafood (lobster, scallops, salmon), beef, sweet potatoes, wine and beer to the Czech Republic either directly or through other EU suppliers, of approximately \$50,000 during the next 12 months.

### **Recommendations/Follow-up Evaluations**

The event took place at the Hotel school in Klanovice (near Prague) and was deemed successful. Next time FAS Prague would like to organize a similar event the Ambassador's Residence or a hotel in the city center, as it would be more attractive and accessible. In order to increase the number of attendees (this time less than 10% of invitees showed up), FAS office will send out printed invitations (not only e-mail invitations), which will be sent out ahead of time. Follow up by phone calls will be done again as we could see that it was very important.

### **Cost/Revenue**

|                |                                       |
|----------------|---------------------------------------|
| Activity Name: | "Taste of America" (HORECA) Promotion |
| Code/FY:       | FY 2014                               |
| Cost:          | \$3,800                               |
| Source:        | CSSF                                  |

Post was supported U.S. cooperators: California Wine Institute that sent information materials (brochures, wine openers, posters) and U.S. Meat Export Federation that sent their European representative Felipe Macias, who gave a speech on excellent U.S. beef.

Post was supported by Makro Cash and Carry which provided U.S. beef, lobster, salmon, scallops, mussels and shrimps.

Post was also supported by sponsors of products from mk2, representative of Food Export Council, Cranberry Marketing Committee, and North Carolina Sweet Potato Commission. They supported our

activity by providing the sweet potatoes for French fries and mashed potatoes and cranberries for dessert.

Post was supported by Kalifornska vina, importer of California wines, and by Bad Flash, importer of American craft beer.

Post was supported by CIPA, importer of frozen cheesecake, Akmis, importer of chips and dips, and Diana, importer of nuts.

**Links**

U.S. Embassy

<http://prague.usembassy.gov/taste-of-america-2014.html>

Video from the event:



|  |
|--|
| <a href="#">Taste of America with U.S. Chef Steven Trumpheller</a> |
| <a href="#">View on youtu.be</a>                                   |