

Voluntary Report – Voluntary - Public Distribution

Date: January 09, 2024

Report Number: GH2024-0001

Report Name: Accra hosts USA food pairing event

Country: Ghana

Post: Accra

Report Category: Wine, CSSF Activity Evaluation, Agricultural Trade Office Activities

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Report Highlights:

U.S. wine, poultry, rice, and beef are gaining in popularity as the Ghanaian HRI industry looks to expand their offerings to attract more hi-end business. To generate enthusiasm and create demand for these U.S. products, the Foreign Agricultural Service (FAS) in Accra hosted a U.S. wine tasting and food pairing event featuring U.S. wines, poultry, rice, and beef to leading importers, distributors, and hotel and restaurant stakeholders. This activity was an investment and generated strong interest for U.S. products that are available in Ghana but can be hard to find.

Report Overview

Ghana's growing population is youthful with an increasingly fast emerging middle-class who have an appreciation for U.S. products because of their known quality and value for money. As incomes rise, more Ghanaians are trying U.S. products as they can find them.

Ghana's imports of U.S. alcoholic beverages are on an upward trend. Since 2018, U.S. beer imports have increased by about 60 percent and show great promise. However, consumer knowledge about the variety and quality of U.S. alcoholic beverages remains low, compared to alcohol from other regions of the world.

Imports of U.S. poultry increased from \$45 million in 2018 to \$92.6 million in 2021. Imports of U.S. Rice and beef have however not seen significant increase in the last few years mostly due to non-competitive world prices.

Post expects sales to increase as the economy stabilizes, and incomes rise, Ghana's hospitality and retail sectors are starting to see a return to positive development as an IMF recovery plan takes hold.

Market Promotion Event - Wine Tasting and Food Pairing

To create awareness among Ghanaian importers, restaurants, and hotels for U.S. agricultural products, FAS - Accra held a promotional Wine Tasting and Food Pairing Event on Tuesday September 26, 2023, at the Labadi Beach Resort. The U.S. products featured were U.S. Wines, Poultry, Beef, and Rice.

The event marks continuous collaboration between FAS - Accra and both the USA Rice Federation and U.S. Poultry and Egg Export Council (USAPEEC). To highlight all the U.S. products, FAS partnered with a Ghanaian sommelier and chef who have extensively used U.S. wine and food products in the past. The two worked in tandem to introduce the rich diversity of U.S. wines to the over 60 participants, who included food importers, retailers, restaurants and hotel managers, chefs, and industry contacts. FAS Accra collaborated with the chefs of Labadi Beach Hotel to design the menu that included both U.S. and Ghanaian ingredients. The chefs prepared the dishes that incorporated U.S. products like beef, poultry, and rice. During the event, the Sommelier presented unique wine pairings with meat, poultry, and rice then invited the guests to experience the allure, flavors, and distinct tastes/varieties of Californian wines and how they complement Ghanaian dishes.

The Quady Winery generously shipped red and white wines for the tasting. Local importer/retailer, Everything Gourmet, also contributed wine for the event. At the end of the night, many guests made inquiries as to where they could find the products that were highlighted at the event.

Post anticipates future sales could reach U.S. \$1m for rice, \$500,000 for beef, \$75m for poultry and \$1.5m for wine. Much depends upon Ghana's return to economic growth and relative world prices.



Guests at the Wine Tasting and Food Pairing



A plate of Jollof prepared with U.S. Rice and U.S. poultry.



The Chef and Sommelier taking guests through the distinct wine food on the night.

Next steps

Demand for U.S. wines and products are increasing because the U.S. brand is associated with quality and exporters who remain interested in Ghana as a future marketplace may see great long-term results. Initial feedback received after this event has demonstrated strong interest to introduce more new products including California wines. FAS - Accra will continue to facilitate any introductions and meetings between U.S. wineries and Ghanaian importers for potential business development.

Attachments:

No Attachments.