

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Post: Bucharest

American Seafood and Wines – Tasting Event 2013

Report Categories:

CSSF Activity Evaluation

CSSF Activity Report

Export Accomplishments - Events

Market Promotion/Competition

Approved By:

Michael Henney, Agricultural Attaché

Prepared By:

Ioana Stoenescu, Agriculture Specialist

Report Highlights:

Activity report for seafood, sweet potatoes, cranberry, wine, and beer tasting event organized in Bucharest in May 2013 under CSSF funds.

General Information:

Event name: American Seafood and Wines – Tasting event

Project Code: 00003966

Beginning/Ending Dates: May 29, 2013

City/Country: Bucharest/Romania

Purpose of the activity:

The purpose of the activity was to increase visibility of the U.S. products available to the local market by means of presentations directly to distributors and HRI sector end-users.

The FAS office in Bucharest has identified US seafood and wines, as holding significant opportunity for expanding sales in the Romanian market.

Although Romania's seafood consumption is limited due to low purchasing power, U.S. exports to Romania have steadily grown over the past several years. In 2012, U.S. exports to Romania recorded a notable jump with total frozen fish and seafood increasing 36 percent versus 2011 trade. The U.S. is the leading supplier in the luxury category of live fish (Live Lobster). With consumer preference for fish species found in lower supply on the market (i.e., lobsters) and the overall improvement of the country's economy, U.S. seafood is positioned quite favorably to excel on the Romanian market. This marketing initiative was essential for highlighting the current opportunity for U.S. seafood products by expanding awareness of local buyers of the large variety of U.S. fish species and its packaging to consumers.

FAS Bucharest identified good market opportunities for California wineries in Romania, which has a long tradition of winemaking. The wine tasting promotional events organized by our office in 2010 and 2011, proved to be the key to increasing awareness of the U.S. wines in Romania. Despite the present worldwide economic situation, the recent statistic data provided by National Statistics office show that U.S. imports went up from 170 HL in 2010 to 606 HL in 2011 and 540 HL for 11 months of 2012, representing an increase of 356 percent in 2011 and almost the same estimate for the entire 2012. This marketing proposal was essential for consolidating our past efforts and for continuing to expand the Romanian market for U.S. wines.

Activity Description

FAS Bucharest introduced over 150 participants to U.S. quality seafood, sweet potatoes, cranberries wines, and beer in cooperation with Food Export Association of the Midwest, California Wine Institute, North Carolina Sweet Potatoes Commission, and Cranberry Marketing Committee through MK2 gmbh and Romanian importers of US origin goods.

The activity focused on educating retail and HRI and retail related entities on effective pairing techniques for seafood and wines through tastings and cooking demonstrations. Participants had the opportunity to learn from a well-known chef how to use quality U.S. products through a live cooking

demonstration that highlighted the products positive attributes. In the end, guests had the opportunity to taste delicious U.S. dishes made with premium U.S. products, as well as Californian Wines, American dried cranberries and cranberry juice.

Participants in the promotional event included importers, distributors, processors, retailers, and representatives from several high class hotels and restaurants. Mr. Duane C. Butcher, the Chargé d 'Affairs, hosted the promotional event at his residence. The Chargé delivered welcoming remarks outlining the qualities of products included in the promotion. FAS Bucharest worked with media, outlets, and the food service sector to organize this event highlighting the attributes of U.S. quality products.

Demonstrations introducing Californian Wines were offered by sommeliers at each tasting wine stations, as well as seafood and sweet potatoes prepared by Executive Chef Bernd Kirsch. The Executive Chef made a demonstration on preparing lobster, skate fish, and St. Jacques scallops along with sweet potatoes - roasted, espuma and puree with wasabi. His presentation style entertained the audience and underlined the numerous ways seafood, sweet potatoes and wines can be matched to create delicious dishes.

The American Cranberry Ambassador to Romania, Mrs. Anca Lungu, delivered a short speech outlining the health and nutrition benefits of cranberries and inviting the guests to taste cranberry juice and its dried variety.

Specific for this event, FAS Bucharest worked with the Embassy Public Affairs section to promote the event in the online media and created a contest on the US Embassy Bucharest Face book page. The contest included the following questions:

1. What blue crustacean becomes red only when it's boiled?
2. What American state is the highest producer of sweet potatoes?
3. What percentage of USA's total wine production is generated by California?

The first two persons answering correctly the quiz were invited to participate at the event. They were photographed with our sponsors, delivered interviews, and promoted the tasting on their Face book pages, as well as on the Embassy page.



AgAssistant welcoming the guests and



Press representatives

introducing Charge d 'Affairs Duane
Butcher



Exec. Chef Bernd Kirsch delivering lobster cooking demonstration



Exec. Chef Bernd Kirsch and staff
(front left - sweet potatoes station)



Overview of the invitees



Overview of the invitees



Lobster serving



Lobsters tank



	
<i>Kendall-Jackson and Francis Coppola wines</i>	<i>Beringer wines</i>
	
<i>Skate fish cooking station</i>	<i>Robert Mondavi wines</i>
	
<i>US Cranberries tasting samples</i>	<i>Several promotional materials for guests</i>

Expected Results and Desired Outcomes:

The event was intended to increase visibility of U.S. products on the local market by directly reaching out to business owners and end-user operations. With this tasting event, we aimed to consolidate the positive results generated through the American Fine Food and Spirits promotional event organized in June 2012 and follow up on those marketing efforts. With the desire to offer participants a different event format, this year we introduced seafood, sweet potatoes and cranberries tasting, in addition to the wine and beer tasting.

It is expected that conditions were created to develop the market for seafood, wine, sweet potatoes, and cranberries by:

- Raising awareness of US product potential in this market
- Raising awareness of Romanian market opportunities
- Improving attractiveness of US products in the eyes of Romanian consumers and business owners

Actual Results and Outcomes

The event was considered successful as a number of quantitative indicators were reached:

- Number of participating US companies/local representatives – Four wine exhibitors participated in the event, representative of five important US wineries (please see Appendix 1 for a full list). One beer exhibitor also participated show-casing the US Beer brand imported on the local market (please see Appendix 1).
- Number of event attendees - More than 150 participants were present at the tasting event including importers, distributors, processors, retailers, hotels and restaurants, government officials, and media.
- Number of contacts made during the one-day of the event – Representatives of seafood, cranberries, wine and beer sponsoring companies established a high number of quality contacts during the event. These contacts will help these importers of US products to expand their market share and to consolidate relationships with their customers.
- Number of media representatives attending the event – The event was attended by a large number of media representatives, among which seven national TV channel reps, seven national coverage newspapers reps and three news press agencies. In addition, nine online publications of specialty food and wines magazines and one radio station representatives attended the promotion.
- Media coverage of the event with influence in raising the awareness - Three national televisions broadcasted the tasting event during prime-time news editions the following day. Another two broadcasts were displayed by the specialty television channels “City TV” at the news and “Kanal D” during its specialized cooking show. The event was widely described by written press in addition to the specialized press representatives who published the news on their own web-sites. Specialized bloggers presented the event and delivered excellent feedback on their blogs. There were 15 press articles and 5 TV web-casting (please see Appendix 2 for a full list of web-links).

Some other results with long terms effects, more difficult to quantify immediately:

- Sales volumes generated as result of event participation – FAS Bucharest projects based on discussion with the exhibitors a boost in exports of U.S. seafood (mainly lobster, skate, scallops), cranberry, wine and beer to Romania either directly or through other EU suppliers, of approximately \$450,000 during the next 12 months.

Recommendations/Follow-up Evaluations

FAS Bucharest recommends that future similar activities should be conducted with the purpose to consolidate the past efforts while gradually introducing additional products into the promotional mix. Other means of presentations will be developed in order to attract broader audiences.

With the intention of attracting new to market US companies, it is important that the approved activity proposed by Post is advertised in advance through the communication channels of U.S. cooperators.

Combination of seafood, sweet potatoes, cranberry, wines, and beer tasting in one single event proven to be a very successful one, which could be used as a model for other Posts activities. The live cooking show and the interaction between the Executive Chef and his staff with the guests added value to the promotion.

FAS Bucharest followed-up with cooperators supporting the event and provided contact list with potential importers for respective products. Sponsoring companies received from Post a short descriptive report on the promotional event, the event photos, and a press summary.

In addition, one week after the event, Post sent a follow-up message to all invitees; including sponsors contact details and brands represented on the local market, photos from the event and information about FAS Bucharest assistance for importers.

Information about previous marketing events organized by FAS Bucharest can be found at:

[American Beef and Wine - Tasting Event 2011](#)

[American Fine Food and Spirits – Tasting Event 2012](#)

Costs/Revenue

Post was supported by California Wine Institute which provided California wine maps/brochures, posters, California Republic table flags and bottle openers as give-away for the attendees. In addition, they promoted our event among their members, added the activity information to their newsletter, and advised the US wineries represented in Romania to support their distributors for this promotion.

Post was supported by Food Export Association of the Midwest USA which provided two different kinds of brochures “Discover Fish and Shellfish Products From the Northeast USA,” American lobster posters and napkins with “Seafood Export USA Northeast “logo.

Post was supported by MK2 Company, representative of Cranberry Marketing Committee. They supported our activity by providing dried cranberries samples and cranberry juice for the tasting. In addition, they provided USA cranberries brochures, branded clean pads for smart phones as give-away for the attendees, and two roll-ups.

Post was also supported by MK2 Company, representative of North Carolina Sweet Potato Commission. They supported our activity by providing the sweet potatoes for the cooking

demonstration. The tasting included roasted potatoes, espuma potatoes and puree with wasabi.




Post was supported by one local seafood importer – Intertrade Company - which provided the lobster, skate fish, and St. Jacques scallops to be tasted.

Post was supported by four wine importers, namely: Crama Oprisor (Romanian importer of Berringer brand), Cramele Recas (Romanian importer of Robert Mondavi brand), Heinrig Distribution (Romanian importer of E.J. Gallo brand), and Lerida (Romanian importer of Kendall Jackson and Francis Coppola brands). The four companies supported this activity by providing the wines for the tasting.

Post was supported by Procer Company, one local beer importer, which provided the Miller brand beer to be tasted.

Post was supported by Depal Company, local importer of American cranberries, which provided give-away samples for guests.

Appendix 1 – List of sponsors and exhibitors/features products

	BERINGER www.beringer.com Importer: CARL REH WINERY SRL - CRAMA OPRISOR www.crama-oprisor.ro
	E.&J. GALLO WINERY www.gallo.com Importer: HEINRIG DISTRIBUTION www.heinrig.com/ro
	KENDALL-JACKSON www.kj.com FRANCIS FORD COPPOLA www.franciscoppolawinery.com Importer: LERIDA INTERNATIONAL www.lerida.ro



ROBERT MONDAVI
www.robertmondavi.com

Importer:
 CRAMELE RECAS
www.recaswine.ro



THE WINE INSTITUTE
<http://www.discovercaliforniawines.com/>
<http://www.wineinstitute.org/>

For imports please contact:
 Wine Institute of California – European Office
Mr. Paul Molleman, Director Europe
 Email: molleman@us-export.nl
 Tel: +31 70 3142425



MILLER BREWING COMPANY
<http://www.millercoors.com>

Importer:
 PROCER COMPANY
www.procer.ro



AMERICAN LOBSTER

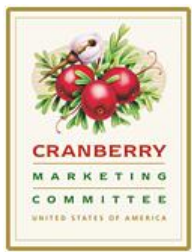
Importer:
 INTERTRADE ROMANIA
www.intertraderomania.ro
www.deliclick.ro

Importer and distributor of food products, including US lobster, scallops, skate fish



AMERICAN SEAFOOD (incl. LOBSTER)

For imports please contact:
FOOD EXPORT USA NORTHEAST
Mrs. Teresa Miller
 International Marketing, Program Manager
 Email: tmiller@foodexport.org
 Tel: + 312 334 9208 ; www.foodexport.org



AMERICAN CRANBERRIES

For imports please contact:
MK2 MARKETING & KOMMUNIKATION GMBH
Mr. Sam Bessinger
Email : Sam.Bessinger@mk-2.com

Romanian Representative Office:
FREYA Production- www.freyaproductions.com
Mrs. Anca Parvulescu, CEO
Email: Anca.Parvulescu@freyaproductions.com



AMERICAN CRANBERRIES – DRIED FRUITS

Importer:
DEPAL SRL
www.depal.ro



NORTH CAROLINA SWEET POTATO COMMISSION

For imports please contact:
MK2 MARKETING & KOMMUNIKATION GMBH
Mr. Sam Bessinger
Email : Sam.Bessinger@mk-2.com
Address: Oxfordstraße 24, D-53111 Bonn, Germany

Appendix 2 - LIST OF PUBLISHED ARTICLES AND TV BROADCASTS

TV Broadcasting

<http://videonews.antena3.ro/video/romania/ambasada-sua-la-bucure-ti-a-gazduit-o-demostra-ie-culinara-de-excep-ie.html>

<http://observator.tv/social/demonstratie-culinara-de-exceptie-la-ambasada-statelor-unite-de-la-bucuresti-101408.html>

http://inregistrari.b1.ro/view-30_May-2013-Stiri_ora_9-91.html

<http://www.youtube.com/watch?v=eXeWZZgVkAk&feature=youtu.be>

<http://www.kanald.ro/Emisiuni/Bucatarescu/> - June 8 edition

Online

<http://vinul.ro/petrecere-americana-cu-vinuri-si-fructe-de-mare-galerie-foto.html>

<http://www.recolta.eu/trebuie-schimbata-imaginea-romaniei-de-exportator-traditional-de-materie-prima-agroalimentara/>

<http://www.ziuaconstantia.ro/informatii/ambasade/discursul-insarcinatului-cu-afaceri-a-i-al-ambasadei-sua-duane-butcher-cu-ocazia-evenimentului-dedicat-fructelor-de-mare-si-vinurilor-americeane-458848.html>

<http://www.ziare-pe-net.ro/stiri/charg-d-affaires-duane-butcher-s-remarks-on-the-occasion-of-the-u-s-food-and-wine-event-2856770.html>

<http://www.ziarelive.ro/stiri/charge-daffaires-duane-butchers-remarks-on-the-occasion-of-the-us-food-and-wine-event.html>

<http://www.ziuaconstantia.ro/english/press-release/charg-d-affaires-duane-butcher-s-remarks-on->

[the-occasion-of-the-u-s-food-and-wine-event-458851.html](http://www.click.ro/news/national/duane-butcher-ambasador-sua-resedinta-kiseleff-insarcinat-afaceri_0_1622837833.html)

Print

http://www.click.ro/news/national/duane-butcher-ambasador-sua-resedinta-kiseleff-insarcinat-afaceri_0_1622837833.html

Blog

<http://liliana.casajurnalistului.ro/?p=332>

<http://www.provin.ro/2013/06/07/celebrating-friends-american-fine-wine-and-delicious-seafood/>

US Embassy Webpage

<http://romania.usembassy.gov/policy/media/pr-05292013.html>

Facebook

<https://www.facebook.com/media/set/?set=a.488693034537667.1073741833.456789514394686&type=1>

<https://www.facebook.com/media/set/?set=a.501903403196313.1073741826.379651058754882&type=1>

<https://www.facebook.com/goodpoint.store>

Before the event:

<http://www.gds.ro/Actualitate/2013-05-24/Degustare+de+produse+americane,+organizata+de+Ambasada+SUA+din+Bucuresti>

<http://www.gds.ro/print/224566>

<http://www.stireadeolt.ro/actualitate-degustare-de-produse-americane-organizata-de-ambasada-sua-din-bucuresti/>

<http://www.stiri-azi.ro/ziare/articol/articol/actualitate--degustare-de-produse-americane-organizata-de-ambasada-sua-din-bucuresti/sumar-articol/131313738/>

<http://www.ziarelive.ro/stiri/actualitate-degustare-de-produse-americane-organizata-de-ambasada-sua-din-bucuresti.html>

