

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary - Public

Date:

GAIN Report Number: 1825

Philippines

Post: Manila

Great Food and Fun at the Great American BBQ (Fellowship with FAS)

Report Categories:

CSSF Activity Report

Approved By:

Ralph Bean

Prepared By:

Joycelyn Claridades Rubio

Report Highlights:

As part of its continuous effort to maximize U.S. agricultural exports, FAS Manila teamed up with local importers of U.S. meat products and Center Table Catering to showcase U.S. fine food and beverage (f&b) products at the “2018 Great American Barbecue” trade reception hosted by the Deputy Chief of Mission Michael Klecheski at his residence. Media coverage extended the reach of the event. More than 150 guests came from hotels, restaurants and food franchisees, U.S. Embassy, and members of the press. Despite stiff competition, exports of U.S. food and beverage products are expected to reach a record \$1billion by the end of the year.

Background on the Philippine Market:

The United States continues to be the Philippines' largest supplier of agricultural products, and the Philippines is its 10th largest global market. U.S. agricultural exports to the Philippines reached \$2.6 billion in 2017, driven by a robust economy and strong consumer spending. Consumer-oriented food & beverage (F&B) products remain the best prospects for future export growth fueled by consumer confidence in the quality of American products and the steady expansion of the country's retail, foodservice and food processing sectors.

The Philippines continues to be the largest U.S. market in Southeast Asia for consumer-oriented F&B products with export sales of \$964 million in 2017, up by four percent from the previous year. Traders expect sales of U.S. F&B products to the Philippines will surpass the \$1 billion mark in 2018 as it did in 2014. Top U.S. F&B exports include dairy products, red meats, poultry, snack foods, prepared food, and processed fruits and vegetables.

Great American Barbeque:

Post regularly host a Great American Barbeque event as one of its Fellowship with FAS activities. It is the most sought-after and well-attended event organized by FAS Manila. The Great American Barbeque is usually held at the residence of the U.S. Ambassador or his deputy. This year, a total of 156 guests from hotels, restaurants, food franchisees, U.S. Embassy, and members of the press came to the Great American Barbeque.

Fellowship with FAS is one of FAS Manila's trade promotional activities that aim to increase awareness of the availability of U.S. food and beverage products to key stakeholders in the industry, trade, and other groups that FAS Manila regularly deals with.

Activity Name: Fellowship with FAS
(Great American Barbecue Trade Reception 2018)

2018 GREAT AMERICAN BARBEQUE MENU

Carving & Barbeque Stations

Grilled U.S. Tomahawk with Sea Salt and Black Pepper Rub
Barbecued Country Style U.S. Beef Back Ribs
Grilled U.S. Wagyu Steak with Black Pepper Gravy
Grilled Rosemary Infused U.S. Lamb Shoulder
Grilled U.S. Lemon Marinated Lamb Spareribs
U.S. Grilled Lamb Breast and Feta Kebabs
U.S. Pork Kurobota Salpicao with Corn Salsa
U.S. Roast Pork Loin with Buttered Vegetables

Sausage, Potato & Green Beans
Mini Beef Burgers
Buffalo Chicken Wings

Side Dishes

Coleslaw
Chicken Potato Salad with Walnuts & Grapes
Russian Salad with Apples
Greek Yogurt & Parmesan Corn Cobs

Dessert Station

Chilled Fresh Fruits Salad
Chocolate Lust
Key Lime Pie

Beverages

U.S. Wines
Cucumber Lemonade
Strawberry Lemonade
Raspberry Iced Tea
House Blend Iced Tea

Promoted Products: U.S. beef, pork, lamb, chicken wings, sausages, cheeses, potatoes, beans, peas, dried fruits nuts, wines, and non-alcoholic beverages.

Date: May 17, 2018

CSSF Amount: \$3,500

Event Photos and Media Releases Generated:

1. <http://lavishlyparsimonious.blogspot.com/2018/05/us-embassy-hosts-great-americanbarbecue.html>



May 22, 2018

US Embassy Hosts The Great American Barbecue

*"Barbecue may not be the road to world peace,
but it's a start."* -Anthony Bourdain

For me the word barbecue has two distinct meanings- for one it is a cooking technique for meats or other types of food over open flame or fire; and second it could also refer to entertaining people at a gathering when barbecue is being serve. Glad I was able to enjoy both definitions and more so even happier to share the experience with the great people of the US Embassy as they host #TheGreatAmericanBBQ.



Hiyaa! Let's enjoy the night with awesome hearty treats and drinks courtesy of the US Embassy at The Great American Barbecue!

My invitation came from Michael S. Klecheski, the Deputy Chief of Mission at U.S. Embassy in Manila- I was very thrilled to receive it and all I have on my mind is great barbecue and it went on for days.



May 15, Tuesday- the US Embassy event "The Great American Barbecue" is scheduled at 6 PM at the U.S. Ambassador's residence in North Forbes Park in Makati City and the theme for the night is Red, White and Blue- which is just appropriate in representing America. I'm ready!

The Menu at The Great American Barbecue of the US Embassy

The U.S. Embassy in Manila hosted The Great American Barbecue trade reception at the U.S. Ambassador's residence in North Forbes Park. In true American style, the menu featured American favorites from cold buffet to grilled entrees. Different dishes were also served together with offerings of sinfully delicious desserts.

Cold Buffet:

- Coleslaw
- Chicken Potato Salad with Walnuts & Grapes
- Russian Salad with Apples

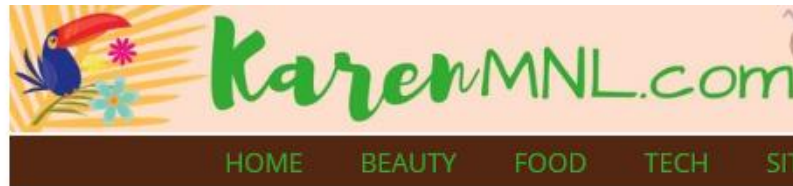


Main Course and Grilling Station:

- Grilled U.S. Tomahawk with Sea Salt and Black Pepper Rub
- Barbecued Country Style U.S. Beef Back Ribs
- Grilled U.S. Wagyu Steak with Black Pepper Gravy
- U.S. Pork Kurobota Salpicao with Corn Salsa
- U.S. Grilled Lamb Breast and Feta Kebabs
- Grilled Rosemary Infused U.S. Lamb Shoulder
- Grilled U.S. Lemon Marinated Lamb Spareribs
- U.S. Roast Pork Loin with Buttered Vegetables
- Potato, Green Beans and U.S. Johnsonville Sausage Casserole
- Fish Kebabs
- Sausage, Potato & Green Beans
- Greek Yogurt & Parmesan Corn Cobs



1. <http://www.karenmnl.com/great-american-barbecue-us-embassy/>



Enjoying The Great American Barbecue, U.S. Embassy Manila

May 25, 2018 • News & Events •



An invitation to **"The Great American Barbecue"** organized by the **U.S. Embassy Manila** and the **U.S. Dept. of Agriculture** is not something I receive every day, so of course, I happily accepted, and looked forward to it.

I don't have any relatives or anything at the U.S Embassy, so this was really a welcome surprise. Did they find out how much I loved meat? Hahaha. But I do love a good barbecue, so I'm game.

The dress code said simply: Red, white and blue. The event was held at the Deputy Chief of Mission's Residence at Forbes Park. Security was visible, but not obtrusive.

Upon arriving, we were given our "props" – cowboy hats, bandanas, an American-flag paper fan. The Great American Barbecue was held at the backyard of the residence. The guests were a who's who of famous people in Manila. It didn't feel right to take photos of them in such a private gathering, so I'll just concentrate on photos of the food.

THE FOOD

What barbecue fare awaited us?

American barbecues are famous for their salads, and the ones here did not disappoint.

- *Coleslaw*
- *Chicken Potato Salad with Walnuts & Grapes*
- *Russian Salad with Apples*



The Chicken Potato Salad with Walnuts & Grapes was so perfect. It is a bit sweet, a bit tangy, it did not have too much mayo. It's just TDF! I have a thing for potato salad and this is probably my top favorite out of all the potato salads I have had in my life. It was so good I wanted to ask for the recipe, or at least where I can order some. It's just potato salad but this was the one I kept coming back for the whole night!

It seemed ironic to have Russian Salad, but all's fair in food and it was delicious, too.

On the other side was a grilling area where guests can have their fill of grilled U.S. meats:

- *Grilled U.S. Tomahawk with Sea Salt and Black Pepper Rub*
- *Barbecued Country Style U.S. Beef Back Ribs*
- *Grilled U.S. Wagyu Steak with Black Pepper Gravy*
- *U.S. Pork Kurobota Salpicado with Corn Salsa*
- *U.S. Grilled Lamb Breast and Feta Kebabs*
- *Grilled Rosemary Infused U.S. Lamb Shoulder*
- *Grilled U.S. Lemon Marinated Lamb Spareribs*



The meats are freshly grilled, and you can request the staff to grill them to your liking.

I also really liked this **U.S. Roast Pork Loin with Buttered Vegetables**:





Potato, Green Beans and U.S. Johnsonville Sausage Casserole:



Fish Kebabs:



Buffalo Chicken Wings:



There were also some desserts, flowing drinks, etc... it was a casual night where people were free to drop by and mingle.

We had a quick chat with **Mr. Ralph Bean, Agricultural Counselor at USDA Foreign Agricultural Service (FAS)**, who told us that they organize these types of events to get their buyers, suppliers, local partners and related trades people to meet in a non-competitive setting. Without these parties, most of them never even meet each other. In a relaxed setting like this, they are able to talk and sometimes, even develop partnerships.

This barbecue also aims to showcase US products, of course! 😊

Who knew that **Deputy Chief of Mission of the United States of America Michael S. Klecheski** was a fun guy? He volunteered to pose with us. While the other invited bloggers were posing by the podium, I was half worried that we might get hauled out of there for unlawful posing with the official podium or something like that. 😂 But since Mr. Klecheski gamely joined in, I decided to put my inhibitions aside and take a photo as well.



I had a fun time at my first American barbecue, and the food was great!

I hope you enjoyed this blog post. Please feel free to leave a comment below, I love hearing from you! To get the latest updates, please follow me on [Facebook](#) and [Instagram](#). xoxo, Karen



You may also like:



[10 Practical Tips to Save Money On Clothes](#)



[49-8 Heirloom Kitchen Holiday Menu + Recipes!](#)



[HTC is Back in the Philippines with 4 New Phones +...](#)

