

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Highlighting in India the Best of Taste of America at the Hyatt Regency Delhi

**Country:** India

**Post:** New Delhi

**Report Category:** Agriculture in the News, Agricultural Situation, Food Processing Ingredients, Food Service - Hotel Restaurant Institutional, Retail Foods, Export Promotion Programs, Market Promotion/Competition, FAIRS Subject Report, Dried Fruit, Fresh Deciduous Fruit, Fresh Fruit, Raisins, SP1 - Expand International Marketing Opportunities, Tree Nuts, Poultry and Products, Agriculture in the Economy, Export Accomplishments - Marketing, Trade Events and Shows, Wine, Beverages

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**Report Highlights:**

On July 23, 2021, FAS New Delhi in collaboration with the Hyatt Regency Delhi, celebrated a “Taste of America” with a fabulous menu of inspired dishes. The night kicked off with a spectacular selection of U.S. bourbon and spirits cocktails, highlighting the versatility of American spirits. The meal servings promoted the use of exquisite U.S. products including cherries, turkey, blueberries, cranberries, Washington state apples, as well as California almonds, walnuts, and pistachios. The superbly curated dishes showcased the exciting and diverse flavors of America, and what can be achieved with high-quality U.S. foods and ingredients. The media marveled at the delightful tastings and the pairings of food and spirits. Through this combined digital marketing promotion, this “Taste of America” event reached more than one million prospective buyers and consumers on Instagram.

## GENERAL INFORMATION

On July 23, 2021, FAS New Delhi in collaboration with the Hyatt Regency Delhi, celebrated a [“Taste of America”](#) (watch this awesome clip) with a splendid menu personally designed by Hyatt’s Chef Ivan Chieregatti.



The evening’s main attraction was turkey, specially flown in from the United States.

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This “Taste of America” event brought together the New Delhi press, food bloggers, and Instagram influencers; to the first of its kind in-person event since the COVID-19 outbreak in 2020.

The media marveled at the delightful tastings and the pairings of food and spirits. These overwhelmingly wrote glowing media stories, publishing digital content reviewing the food and cocktail recipes (see, Travel and Leisure India, [Taste of America: Soulful Renditions of Classic American Dishes At Hyatt Regency, Delhi](#), [Hindustan Times City](#), and [NDTV](#).)

All influencer participants promoted the event on their respective pages, generating more than 50 “stories” on social media. Through this combined digital marketing promotion, this “Taste of America” event reached more than one million prospective buyers and consumers on Instagram.





**A SELECTION OF TASTINGS TO MAKE THE MOUTH WATER IN ANTICIPATION**



**LIGHT CAULIFLOWER AND APPLE SOUP WITH WALNUT BREAD**



**BLUEBERRY MURGH MALAI TIKKA WITH SWEET POTATO MASH, SALTED CRANBERRY MERINGUE, AND CORIANDER CHUTNEY**



**CRANBERRY AND PISTACHIO TURKEY ROULADE WITH MEMPHIS BARBEQUE**



**CHERRY TART, PISTACHIO ICE CREAM, AND APPLE TART**

The event highlighted not only the versatility of U.S. food and ingredients, but also their health benefits while showing how Indian consumers can include these products in their local cuisines. Hyatt Regency's Chef Ivan Chierigatti produced a new rendition of the famous Murg Malai Tikka (chicken tikka) by adding U.S. blueberries and cranberries. The event also featured healthy recipes such as cranberry and pistachio turkey roulade, a unique, yet healthier option attractive for evermore health-conscious Indian consumers.

### SELECT INSTAGRAM POSTS FROM LEADING NEW DELHI SOCIAL MEDIA INFLUENCERS



Exports for U.S. consumer-oriented food products and ingredients reached nearly \$2 billion in 2020, and demand has remained strong for U.S. products despite the COVID-19 pandemic. Demand for U.S. fresh fruits is increasing, as Indian consumers are leaning toward healthy, higher-quality options to add to their diets. For example, demand for U.S. blueberries has grown exponentially, from approximately \$240,000 in exports (both dried and fresh) in 2016, to \$2 million in 2020. While U.S. apples (red delicious) reached \$40 million. U.S. tree nuts, despite high retaliatory tariffs, reached a record busting \$913 million in 2020.

#### Attachments:

No Attachments.