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Hong Kong

Market Development Reports

Hong Kong Snack Food Market Brief

1999

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Report Highlights:

Snack Foods overall have been a relatively lucrative business in Hong Kong compared to other food products, primarily due to high margins and growing consumer demand. Large retailers continue to express a strong desire for more new and varied products, including snack foods. Opportunities exist for all snack foods, but in particular, dried fruits and nuts. Dried fruit suppliers and distributors have not been aggressively marketing and promoting these products.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Hong Kong [HK1], HK

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SNACK FOOD MARKET BRIEF**INTRODUCTION****# Methodology**

The goal of this report is to provide a brief on the current snack food market in Hong Kong as well as future developments. Eastern Strategic Consulting utilized a combination of primary and secondary sources of information, intelligence and insight to document this study.

For Hong Kong dollar currency figures, the exchange rate used is US\$1 = HK\$ 7.78.

Main Findings

Snack food overall has been a relatively lucrative business in Hong Kong compared to other food products. Profit margins remain relatively high despite increased levels of competition from China and Japan in recent years.

However, snack foods in Hong Kong, except dried fruit and nuts, are not driven by Western imports.

Dried meat and seafood are largely produced locally. Even potato chips, which are considered a Western or Western-influenced snack, have been dominated by Japanese and local supplies.

Although

American chip producers have increased their presence in the market over the past five years,

they

have not been able to secure substantial market shares in Hong Kong because dominant players

such

as Japanese Calbee Foods and Japanese-based Hong Kong company Four Seas Merchantile have established comprehensive distribution networks through long-term historical market

development.

Nevertheless opportunities exist as the potato chip market is expanding. The market is dominated

by

Calbee. Market penetration to become a second tier supplier is potentially achievable.

The USA has been a major supplier of groundnuts and pistachios to the Hong Kong market. As this

market segment is expected to further expand with supply to China, opportunities do exist and should

be further explored and identified.

SNACK FOOD MARKET BRIEF**INTRODUCTION****# Market Access Statement****LABELING REQUIREMENTS**

The Food and Drugs (Composition and Labeling) Regulations require food manufacturers and packers to label their products in a prescribed, uniform and legible manner. The following information

is required to be marked on the label of all prepackaged food except for 'exempted items' as provided in the Regulations. Prepackaged food means any food packaged in such a way that the contents cannot be altered without opening or changing packaging, and the food is ready for presentation to the ultimate consumer or a catering establishment as a single food item.

1 Name of the Food

- a) Prepackaged food shall be legibly marked or labeled with its name or designation.
- b) The food name should not be false, misleading or deceptive but should serve to make the nature and type of food known to the purchasers.

2 List of Ingredients

- a) Preceded by an appropriate heading consisting of the words " ingredients", "composition", "contents" or words of similar meaning, the ingredients should be listed in descending order of weight or volume determined when the food was packaged.
- b) If an additive constitutes one of the ingredients of a food, it should be listed by its specific name or by the appropriate category (e.g. Preservative, artificial sweetener, etc.) Or by both name and category.

3) Indication of "best before" or "use by" date.

Prepackaged food shall be legibly marked or labeled with the appropriate durability indication as follows:

- a) a "best before" (in Chinese characters as well) date; and
- b) in the case of a prepackaged food which, from the microbiological point of view, is

highly perishable and is likely, after a short period, to constitute an immediate danger to human health, a “use by” (in Chinese characters as well) date.

The words “use by” and “best before” in English lettering and Chinese characters followed by the date up to which specific properties of the food can be retained, to indicate the shelf life of the food. The “use by” or “best before” date should be shown either in Arabic numerals in the order of day, month and year (or month and year in certain circumstances) or in both the English and Chinese languages. For specific details refer to the Regulation. Website: <http://www.info.gov.hk/justice>.

SNACK FOOD MARKET BRIEF

INTRODUCTION

4) Statement of Special Conditions for Storage or Instruction for Use

If special conditions are required for storage to retain the quality, or special instructions are needed for prepackaged food use, a statement should be legibly marked on the label.

5) Name and Address of Manufacturer or Packer

Prepackaged food shall be legibly marked or labeled with the full name and address of the manufacturer or packer, except under the following situations:

- a) The package is marked with an indication of the country of origin, and the name and address of the distributor or brand owner in Hong Kong, and the address of the manufacturer or packer of the food in its country of origin has been submitted in writing to the Director of Health.
- b) The package is marked or labeled with an indication of its country of origin and with a code identifying the manufacturer or packer in that country, and particulars of the code and of the manufacturer have been submitted in writing to the Director of Health.

6) Count, Weight or Volume

The food label should include the numerical count or net weight or net volume of the food.

7) Appropriate Language

The marking or labeling of prepackaged food can be in either the English or the Chinese language or in both languages. If both the English and Chinese languages are used in the labeling or marking of prepackaged food, the name of the food and the list of ingredients shall appear in both languages.

Exempt from labeling regulations: Individually wrapped confectionery products and preserved fruits intended for sale as a single item; Prepackaged foods for sale to catering establishment for immediate consumption and those containing more than 1.2 percent alcohol by volume.

Under the amended Food and Drugs (Composition and Labeling) Regulations, it is illegal to sell any food after its “use by” date. Furthermore, any person who, other than the food manufacturer or packer or without their written authorization, removes or obliterates any information on the label required under these regulations also commits an illegal act.

SNACK FOOD MARKET BRIEF**INTRODUCTION****IMPORT DUTIES**

Hong Kong is a free port which does not impose any import tariffs on products with the exception of four dutiable products: liquor, tobacco products, hydrocarbon oils and methyl alcohol. Local importers have to

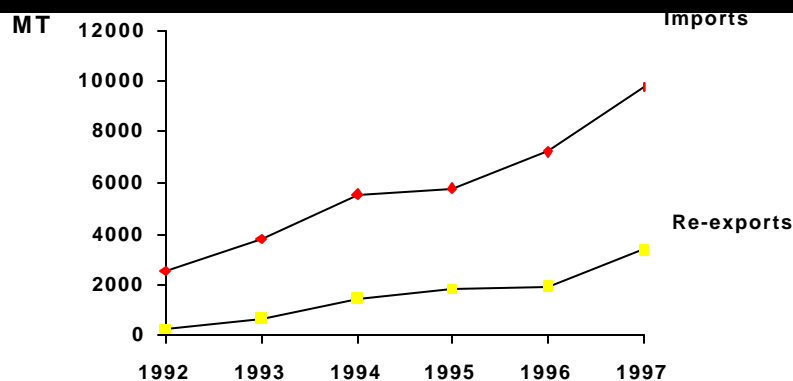
apply for a licence from the Hong Kong Customs and Excise Department for the importation of dutiable commodities. In addition, a licenced importer has to apply for a permit for each and every consignment.

The current duties are as follows:

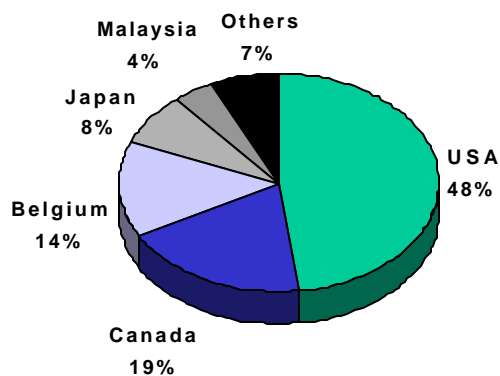
Cigarettes per 1000 sticks	US\$98.45
Cigars per kg	US\$126.74
Beer & liquor with less than 30% alcohol	: 30%
Liquor with more than 30% alcohol	: 100%
All wines	: 60%

SNACK FOOD MARKET BRIEF**POTATO CHIPS TRADE**

- # Potato chip trade in terms of imports and re-exports has dramatically increased over the past five years.
 - C Imports increased by four-fold from 1992 to 1997, driven by local demand as well as an increase in re-exports.
 - C Re-exports increased over ten-fold driven mainly by increased demand from China.
- # Potato chip imports are dominated by the USA and Canada. However, imports do not constitute to majority of the Hong Kong chip market.
 - C Frito-Lays and Pringles have been the leading import supplies from the USA.
 - C Calbee has been the leading local supply (a large portion of overall market supply) as well as imports from Calbee factories in Japan and Canada. Overall chip supply from Calbee is much larger than the USA suppliers combined.



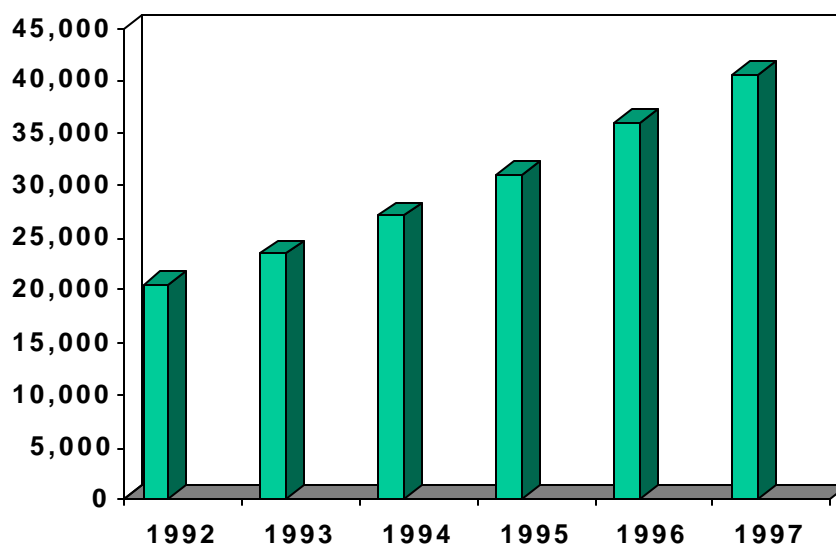
Potato Chips Trade 1992-97



Potato Chips Imports By Country

SNACK FOOD MARKET BRIEF**POTATO CHIPS CONSUMPTION**

- # Potato chip consumption in 1997 was about 45,000MT, with an average annual growth rate of 12-15% over the past 5-6 years.
- C The supermarkets and convenience stores have been the key in driving chip demand.
 - C Aggressive promotion efforts by major suppliers (e.g. Calbee, Pringles, etc) paid off over the past 5 years. Currently, these companies dominate the chip market.
- # The younger Hong Kong consumers favor potato chip consumption in casual occasions (in pubs and bars, karaokes, nightclubs, etc.).
- C This trend as established by the major chip suppliers, is expected to continue in the future.

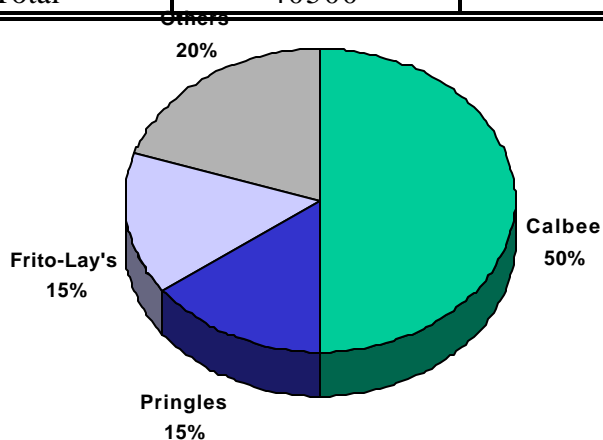
MT

Potato Chips Consumption 1992-97

SNACK FOOD MARKET BRIEF**CHIPS MARKET SEGMENTATION**

- # The potato chip market in Hong Kong is dominated by the three largest suppliers; Calbee, Pringles and Frito-Lay's.
- C The market leader by far is Calbee, which is a Japanese-based supplier with a long term presence in the market.
- C Pringles and Frito-Lay's are imports from the USA. Both suppliers have been aggressive in recent years.
- C Local player Hong Kong Peggy Food Company supplies "Jen-Jen" brand chips. Its market share has gradually increased in recent years.
- # Other brands of potato chips include S&W, etc, the market share of which are not significant.

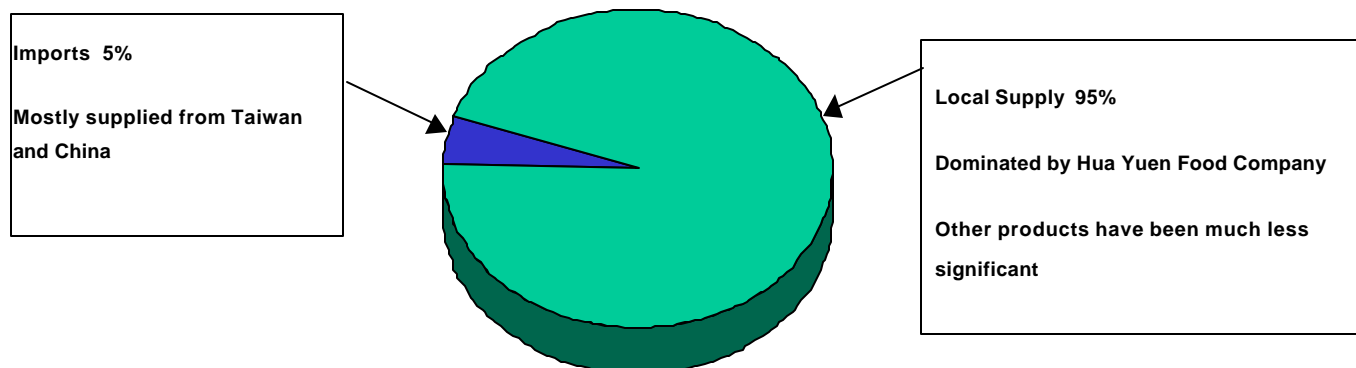
Supplier	Volume 1997 (MT)	Market Share 1997 (%)
Calbee Foods	20250	50
Pringles	6075	15
Frito-Lay's	6075	15
Jen-Jen (HK Peggy Food)	4050	10
Others	4050	10
Total	40500	100%



Potato Chip Market Segmentation

SNACK FOOD MARKET BRIEF**DRIED SEAFOOD SUPPLY**

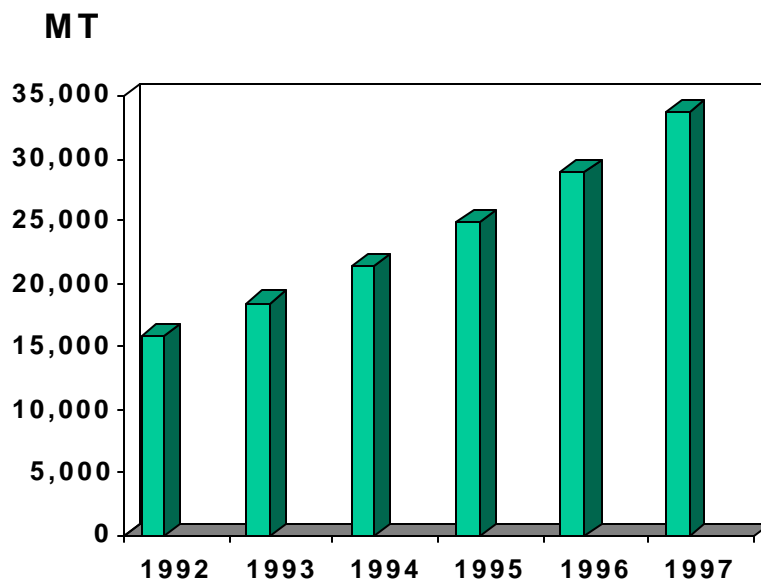
- # The vast majority of dried seafood snacks are supplied by local producers. Local supply account for over 95% of consumption.
 - C Dried seafood snacks are dominated by Hua Yuen Food Company. Four Seas Merchantile and Aji Ichiban are also significant.
 - C Variety of products include dried squid, selected fish type, cuttlefish, mini shrimp, etc.
- # Imports have not been significant.
 - C Imports are mostly from Taiwan and China, offering similar types of products.



Dried Seafood Supply 1997/98

SNACK FOOD MARKET BRIEF**DRIED SEAFOOD CONSUMPTION**

- # Of all snack food, dried seafood snacks have been the most rapidly growing.
 - Ç Over the past 5 years, dried seafood snacks have been growing at 15-20% per annum.
- # Dried seafood snacks have become popular in Hong Kong through retail distribution.
 - Ç Dried seafood is regarded as a relatively “new” type of snack food being offered in the market.
 - Ç Marketing efforts over the past 5-6 years have paid off for local suppliers.
- # Dried seafood snack consumption was about 27,000MT in 1997, which was more than double that of 1992.
 - Ç Growth rate however is expected to significantly moderate from 2000.

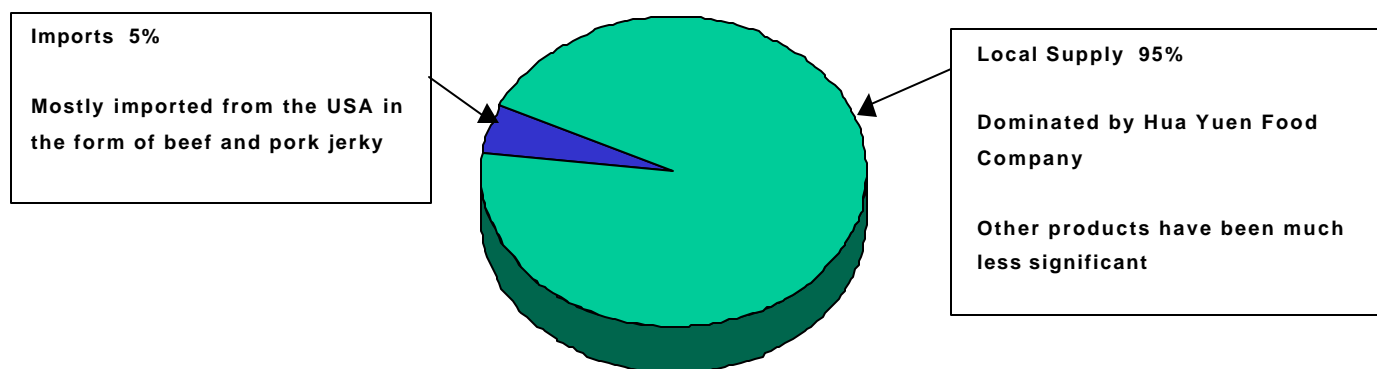


Dried Seafood Consumption 1992-97

SNACK FOOD MARKET BRIEF**DRIED MEAT SUPPLY**

- # Similar to dried seafood snacks, dried meat snacks are supplied mostly produced locally.
- C Supply in Hong Kong is dominated by Hua Yuen Food Company. Four Seas Merchantile and Aji Ichiban are also significant.
- C The type of meat used for snack food are pork (about 60%) and beef (~40%). Other meats are seldom used.

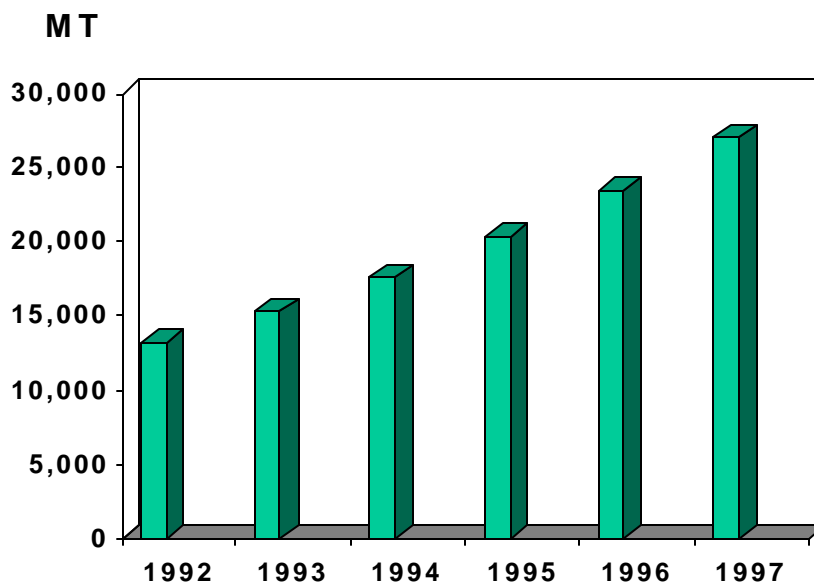
- # Imports of dried meat snacks have been largely from the USA.
- C Supply is mostly in the form of beef jerky.



Dried Meat Supply 1997

SNACK FOOD MARKET BRIEF**DRIED MEAT CONSUMPTION**

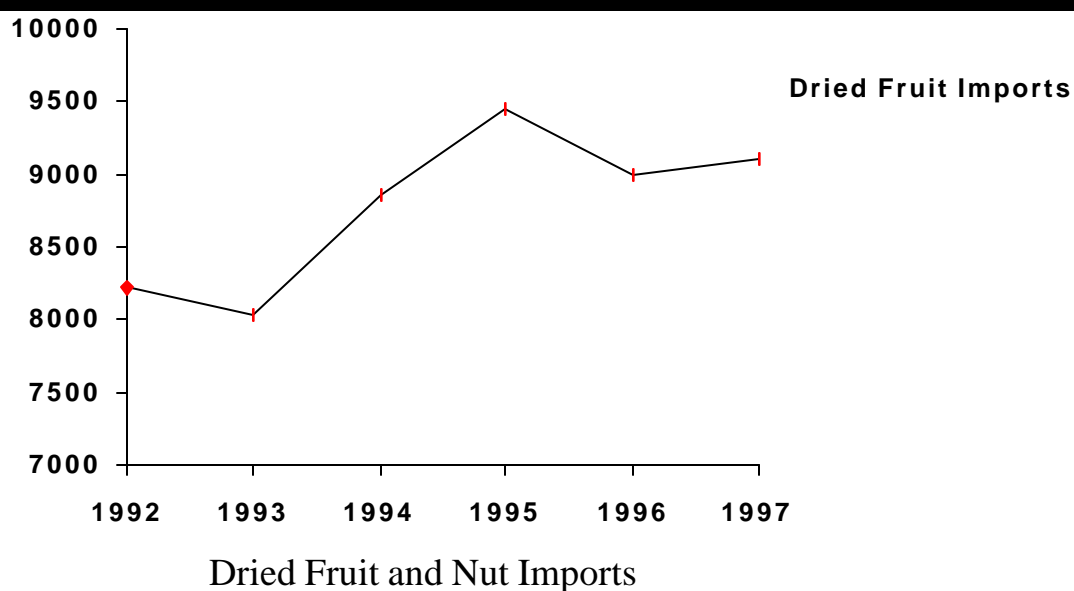
- # Together with dried seafood snacks, dried meat snacks have been leading the growth of snack food consumption in Hong Kong.
 - C The annual average growth rate has been about 15% over the past 5 years.
- # Current consumption of dried meat snacks stand at about 20,000MT per year.
- # Similar to dried seafood snacks, dried meat snacks have become popular in Hong Kong through expanded retail networking in Hong Kong.
 - C Supermarkets, convenience stores and specialty snack stores expanded their consumer base by increasing the number of outlets with aggressive promotions over the past 5 years, driving snack food demand growth.



Dried Meat Consumption 1992-97

SNACK FOOD MARKET BRIEF**FRUIT AND NUT TRADE**

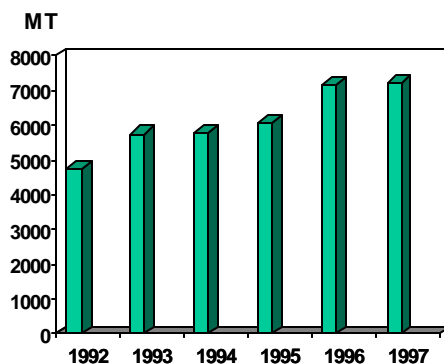
- # Imports of dried fruit increased significantly from 1993 to 1994. Thereafter, imports have been steady at about 90,000MT levels ($\pm 5\%$ from 90,000MT over the past 4 years).
 - C Dried mangoes and guavas are the most the popular imports, followed by pineapples, apricots and peaches.
 - C Most dried fruit imports are from South East Asia.
- # Ground and tree nut imports however, have substantially declined over the past 5 years.
 - C A consistent decline in re-exports caused imports to decline as Hong Kong nut traders were gradually being deprived of regional distribution responsibilities.
- # For both dried ^{MT}fruits and nuts, the vast majority of re-exports are to China.



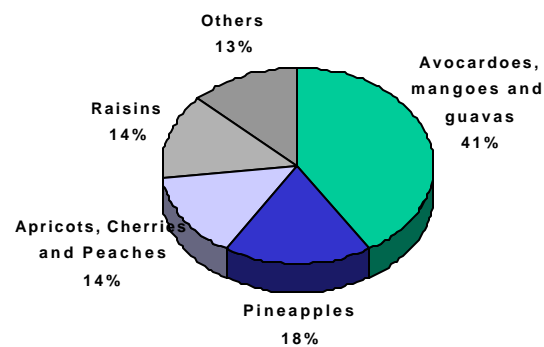
SNACK FOOD MARKET BRIEF

FRUIT AND NUT CONSUMPTION

- # Dried fruit consumption has been gradually increasing at 3-4% per annum over the past 5 years. 1997 consumption is estimated at 7,200MT.
 - C Unlike dried seafood and dried meat, dried fruit suppliers and distributors have not been aggressively marketing and promoting their products. Therefore consumption remains stagnant.
 - C Dried fruit snacks are experiencing favorable consumer trends. The Hong Kong consumers are becoming more health conscious and these snacks are believed to be healthier alternatives to other snack food with higher levels of fat and cholesterol.
- # Demand for nuts has grown at a higher rate compared to dried fruit, at 6-8% per annum.
 - C 1997 consumption was estimated to be about 26,800MT.
 - C The near to medium term outlook for nuts is that demand is expected to further increase at 6-8% per annum with increasing product offerings.



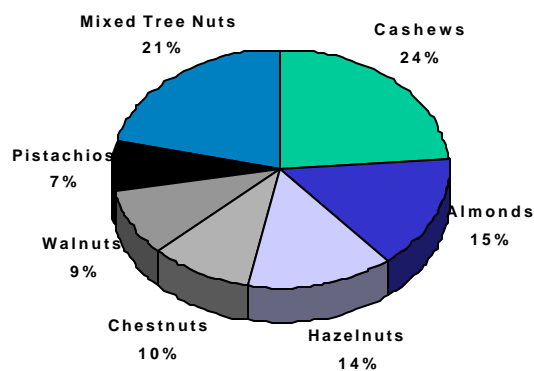
Dried Fruit and Nut Consumption 1992-97



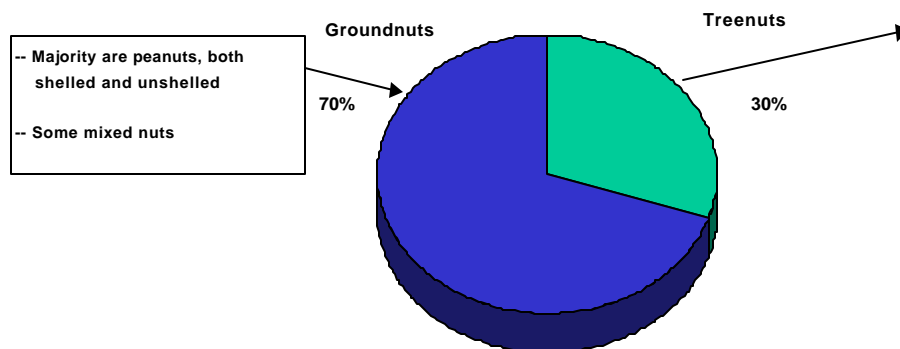
Dried Fruit Segmentation

SNACK FOOD MARKET BRIEF**DRIED FRUIT AND NUT SEGMENTATION**

- # Overall for dried fruits and nuts, product supply has not been consistent from one year to the next. This is primarily because Hong Kong traders and distributors buy the products in large quantities for storage.
 C Therefore demand is low in one year when prices are low but demand in the following could be a multiple of the previous year when prices increase and distributors push the products into the market.
- # For nuts, the market trend is that Hong Kong consumers are switching from conventional ground nuts(peanuts) to higher value tree nuts (cashews, almonds, walnuts, pistachios, etc.).



Tree Nut Segmentation

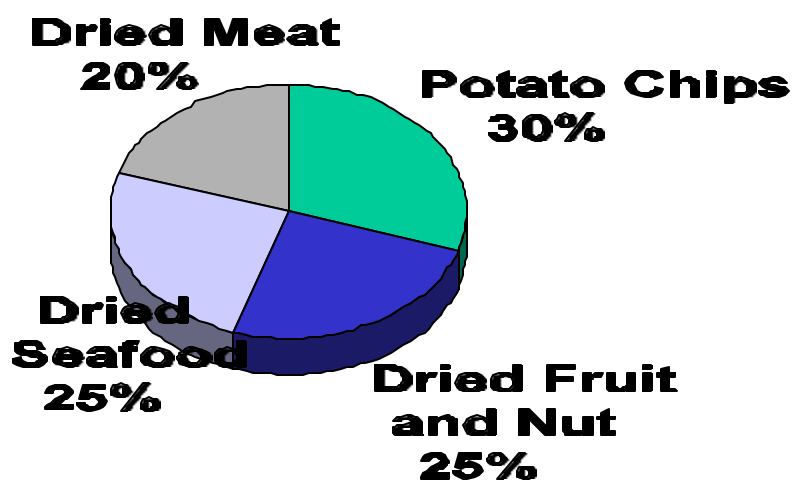


Nut Product Segmentation

SNACK FOOD MARKET BRIEF**OVERALL PRODUCT SEGMENTATION**

- # Potato chips have historically been the largest segment in the overall dried snack food market in Hong Kong.
C Chips accounted for about 30% of total snack demand in 1997 and 1998.
- # Dried seafood and meat have been substantially increasing in market share, with a consistent annual average growth rate of 15-20%.
- # Dried fruit and nuts conversely have not sustained high levels of growth.

Type of Snack	Volume 1997 (MT)	Market Share 1997 (%)
Potato Chips	40500	30
Dried Fruit and Nuts	33750	25
Dried Seafood	33750	25
Dried Meat	27000	20
Total	135000	100%



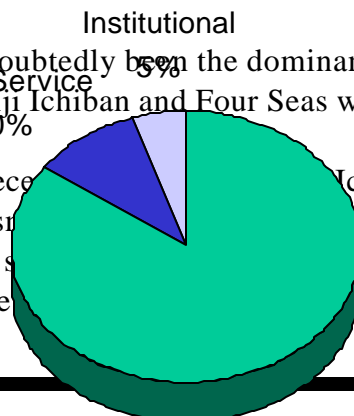
SNACK FOOD MARKET BRIEF**PRODUCT EVALUATION**

Snack Food Category	Historical Development		Near Term Outlook	
Potato Chips	C	Rapid growth over past 5 years	C	Continued growth but at a moderate rate (expected near term growth at 5-10% p.a.)
	C	Aggressive marketing and promotion by major suppliers		
	C	Foreign product dominates	C	Imports continue to dominate the Hong Kong market
	C	Other Asian sourced products have done well because of attractive packaging and formulation to Asian tastes.	C	Retailers still anxious for new products.
Dried Meat	C	Substantial growth over past 5 years	C	Continued growth but expected at single digit rate
	C	Local products dominate	C	Local products continue to dominate
	C	Other Asian sourced products have done well because of attractive packaging and formulation to Asian tastes.	C	Retailers still anxious for new products.
Dried Seafood	C	High growth over past 5 years	C	Continued growth but expected at single digit rate
	C	Local products dominate	C	Local products continue to dominate
	C	Other Asian sourced products have done well because of attractive packaging and formulation to Asian tastes.	C	Retailers still anxious for new products.

Dried Fruit and Nuts	C	Gradual growth for dried fruit, more significant for tree nuts	C	Sustain growth at single digit rate
	C	Local companies dominate supply, but products are imported	C	Major importers and distributors continue to dictate market trends
	C	Other Asian sourced products have done well because of attractive packaging and formulation to Asian tastes.	C	Retailers still anxious for new products.

SNACK FOOD MARKET BRIEF**DISTRIBUTION**

- # Overall the vast majority of snack foods are sold through retail channels.
 - C Retail distribution accounts for over 85% of total snack food distribution.
- # The food service sector, the market share of which is small, has been historically consistent.
 - C The type of snack food being distributed through the food service sector varies by type of outlets.
- # The institutional sector historically has not been a significant end-use sector, and applies only to dried fruit and nuts.
 - C Other snacks are almost never used by the institutional sector.
- # The retail sector has undoubtedly been the dominant snack food distribution sector. With chain outlets like Aji Ichiban and Four Seas which are aggressive in promotion and expansion programs.
 - C New entrants in recent years have been a driving force for snack food growth.
 - C Overall the retail sector accounts for 85-90% of total snack food distribution market share in the medium term.



Retail
85%

Snack Food Distribution

SNACK FOOD MARKET BRIEF**DISTRIBUTION CHANNEL - RETAIL**

The retail sector includes large scale department stores, chain supermarkets, convenience stores, corner stores and specialty snack stores.

Segment	Key Players	Market positioning
Department Stores	C Hong Kong Seibu C Jusco C Sogo	C Important segment in this channel
		C Market share remains consistent
		C Less focus upon snack food sales
Chain Supermarkets	C Wellcome C Park N Shop C Dah Chong Hong C CRC C Guangnan	C Most important segment in this channel
		C Largely take-home purchases
		C Wellcome and Park N Shop together constitute over 75% of the entire supermarket segment
		C Aggressively expanding in recent years by increasing number of outlets
Convenience Stores	C Seven-Eleven C Circle K	C Becoming important over the past 5 years with aggressive expansion programs by both Seven-Eleven and Circle K
		C Focused on snack food sales
Corner Stores	--	C Not focused on snack food sales
Specialty Snack Stores	C Four Seas C Aji Ichiban	C Focused exclusively on snack food sales
		C Increasingly significant in market share

SNACK FOOD MARKET BRIEF DISTRIBUTION CHANNEL - FOOD SERVICE

Segment	Players	Market Positioning	Outlook
Restaurants	<ul style="list-style-type: none"> - Big restaurants like Dun Wong, Palace, Hanbo, etc. - Presently Hong Kong has over 10,000 restaurants 	<ul style="list-style-type: none"> - Serving mostly peanuts - Declining overall business in 1997 of 30% to 40% affecting spices demand - Many restaurants closed by the end of 1997 	<ul style="list-style-type: none"> - Undesirable market prospects continued in 1998, expecting some recovery in 1999 - Reducing role in beer distribution
Hotels	<ul style="list-style-type: none"> - Presently total more than 1,500 in Hong Kong, including over 120 hotels of 3, 4, and 5-star levels 	<ul style="list-style-type: none"> - Declining overall business in 1997 - Serving chips and nuts 	<ul style="list-style-type: none"> - Undesirable market sentiments in 1998 and 1999
Pubs and Bars	<ul style="list-style-type: none"> - Individual pubs located in various districts like Lan Kwai Fong, Wanchai, etc. 	<ul style="list-style-type: none"> - Serving both foreign expatriates as well as locals - Serving mostly dried fruit and nuts 	<ul style="list-style-type: none"> - Undesirable market sentiments in 1998 and 1999
Nightclubs and Karaoke	<ul style="list-style-type: none"> - Luxury clubs like Boss, China City, Metropolitan - Smaller clubs located in Wanchai, Mong Kok and Tsim Sha Tsui areas 	<ul style="list-style-type: none"> - Serving mostly dried fruit and nuts - Declining overall business 	<ul style="list-style-type: none"> - Undesirable market sentiments in 1998 and 1999

SNACK FOOD MARKET BRIEF**COMPETITION**

Local Supplier	Product Focus	Marketing Strategy	Comments
Four Seas Merchantile Co.	<ul style="list-style-type: none"> - Chips and prawn crackers - Large variety of dried snacks 	<ul style="list-style-type: none"> - Establish close links with all major retailers - Own specialty snack shops 	C C Largest distributor of snack food in Hong Kong Market leader position uncompromised
Calbee Foods Co.	<ul style="list-style-type: none"> - Chips and prawn crackers 	<ul style="list-style-type: none"> - Establish close links with all major retailers 	C C Largest chip supplier Most aggressive in promotion
Hua Yuen Food Co.	<ul style="list-style-type: none"> - Dried seafood - Dried Meat 	<ul style="list-style-type: none"> - Establish close links with all major retailers 	C C Local and Asian focus Imported and also produced in China
Hong Kong Peggy Food	<ul style="list-style-type: none"> - Potato chips 	<ul style="list-style-type: none"> - Establish links with selected retailers 	C Second tier to Calbee and the USA chips
Aji Ichiban	<ul style="list-style-type: none"> - Large variety of dried snacks 	<ul style="list-style-type: none"> - Own specialty snack shops 	C C Local owned, but producing image as a Japanese organisation Very aggressive in promotion
Other	various	--	--

SNACK FOOD MARKET BRIEF**PRICING**

Brand	Product	Packaging	Retail Price(HK\$)
Calbee	Ethnician Potato Chips	110g	9.9
	BBQ Potato Chips	25g	2.6
	Pizza Flavor Potato Chips	--	--
	Prawn Cracker	120g	5.5
	Grill a Corn	80g	5
Pringles	Potato Chips Original	7 oz	12.9
	Potato Chips Cheese/S Cream	6.75 oz	12.9
Lay's	Potato Chips	184g	15.8
		28g	2.8
Nabisco	Chipstar Natural/Flavored	115g	11.9
Planters	Cheese Balls	141g	12.5
	Corn Chips	7.5 oz	12.9
Four Seas	Bix Bar-Tropical/Others	25g	3.3
Hua Yuen	Dried Satay Flavored Beef	--	--
	Dried Seasoned Pork	--	--
	Dried Cuttlefish	--	--

SNACK FOOD MARKET BRIEF**MARKETING AND PROMOTION**

- # Potato chips have been heavily promoted through television and radio in Hong Kong.
 - C Market leader Calbee has been the most aggressive in television advertising over the past three years.
 - C Other suppliers however advertise much less on television.

- # Specialty snack stores like Aji Ichiban and Four Seas have also been placing advertisements on television over the past 2 years.

- # Other snacks generally are advertised to a much lesser extent.

- # Supermarkets and department stores in Hong Kong often offer discount coupons for a large variety of products including snack food as a form of promotion.

- # The United States Agricultural Trade Office in Hong Kong is available to help American companies and their local distributors to more effectively promote their products by facilitating and organizing seminars, conferences, and introducing alliances.

Agricultural Trade Office

American Consulate General

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SNACK FOOD MARKET BRIEF

RULES AND REGULATIONS

- # As Hong Kong is a free port, there are no import duty on snack foods.
- # However, other regulations apply, as follows;
 - C A health certificate from the country of origin is recommended to certify that:
 - The products were manufactured and packed under proper hygienic condition as approved by the country of origin, and samples inspected by a method approved by that country.
- # Packaging requirements must comply with the Hong Kong Food and Drug Regulations, which includes proper labelling of item, ingredients, shelf-life, storage and care instructions, and other product specifications including volume and weight , and manufacturer's/ packer's name and address.
- # Details of import regulation can be obtained from the Hong Kong Government, Department of Health at Wu Chung House, 18/F, 213 Queen's Road East, Wanchai, Hong Kong.
 - C The Health Department also provides a hotline for import regulation enquires at (852)2380-2580.

SNACK FOOD MARKET BRIEF**RECOMMENDATIONS**

- # The profit margin for overall snack food business in Hong Kong has been a relatively lucrative business environment. The main reason being that:
 - C High volume turnover per snack outlet as Hong Kong is densely populated.
 - C Relatively low cost of production for snacks.
 - C Relatively few major players sharing the 135,000MT market.

- # The key to potential market entry to the Hong Kong snack food market is product offering.
 - C Successful chain stores like Four Seas and Aji Ichban offer a large variety of snack types per outlet to attract consumers.
 - C Major suppliers like Calbee have increased product variety, offering more flavors and forms of potato chips and prawn crackers.

- # American potato chips and snacks suppliers are encouraged to increase product variety and offerings to meet current competitive levels.
 - C The Hong Kong consumers are becoming sophisticated. Increased product variety is necessary to meet the local demand as well as the desire for new tastes.
 - C Overall as the chip market expands in the near term, opportunities exist for new entrants as currently there are relatively few chips suppliers.

- # For dried seafood and meat, local producers dominate and this trend is expected to remain through the near to medium term as foreign suppliers mostly do not have competitive products to offer.

- # The USA has been a major supplier of groundnuts and pistachios to the Hong Kong market. As this market segment is expected to further expand with supply to China, opportunities and potentials should be further explored and identified.

- # Possible opportunities for USA dried fruits exist.

SNACK FOOD MARKET BRIEF**CONTACTS****Health Department**

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Tel: (852) 2542-8600
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Dah Chong Hong Ltd

8/F Kai Cheung Road
Kowloon Bay, Hong Kong
Tel: (852) 2768-3388
Fax: (852) 2796-8838

Customs and Excise Department

8/F, Canton Road Government Offices
393 Canton Road, Kowloon
Hong Kong
Tel: (852) 2733-2265

Carlbee Four Seas Ltd

3/F, No 9 Hong Ting Road
Sai Kung, Hong Kong
Tel : (852) 2791-1033

Park'n Shop Ltd

Box 250 Shatin Post Office
New Territories
Hong Kong
Tel: (852) 2606-8833
Fax: (852) 2695-3664

Hong Kong Trade Development Council

38th Floor Office Tower
Convention Plaza
1 Harbour Road, Wanchai
Hong Kong
Tel: (852) 2584-4333
Fax: (852) 2824-0249

Four Seas Merchantile Co.

Four Seas Group Building
No 1 Hong Ting Road,
Sai Kung, Hong Kong
Tel : (852) 2791-0470
Fax : (852) 2791-4069

Wellcome Company Ltd

ATL Centre
Berth 3, Container Terminal
Kwai Chung, Hong Kong
Tel: (852) 2489-5888
Fax: (852) 2489-9627

Hong Kong Consumer Council

Kah Wah Centre
191 Java Road
North Point
Tel: (852) 2856-3113

Hong Kong Peggy Foods Co.

428 Cha Kwo Ling Road,
Yau Tong, Kowloon
Hong Kong
Tel: (852) 2717-1475

Great Flavour Nuts and Native Products

Room 2303-4A
Wing Tuk Commercial Building
177-183 Wing Lok Street,
Western District, Hong Kong
Tel: (852) 2815-0110

SNACK FOOD MARKET BRIEF**CONTACTS****List of Important Government Web Sites and E-Mail Addresses**

Department	Web Site	E-Mail Address
Census and Statistics Department	http://www.info.gov.hk/censtatd/	genenq@censtatd.gcn.gov.hk
Company Registry	http://www.info.gov.hk/cr/	crenq@cr.gcn.gov.hk
Consumer Council	http://www.consumer.org.hk	cc@consumer.org.hk
Financial Secretary's Office Business and Services Promotion Unit	http://www.info.gov.hk/bspu/	bspuenq@bspu.gcn.gov.hk
Economic Services Bureau	http://www.info.gov.hk/esb	esbuser@esb.gov.hk
Trade and Industry Bureau	http://www.info.gov.hk/tib/	--
Department of Health Headquarters	http://www.info.gov.hk/dh/	dhenq@dh.gcn.gov.hk
Industry Department	http://www.info.gov.hk/id	industry@id.gcn.gov.hk
Trade Department	http://www/info.gov.hk/trade	dcsn@trade.gcn.gov.hk
Hong Kong Trade Development Council	http://www.tdc.org.hk	hktdc@tdc.org.hk