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U.S. Beef Sales Boost in Thailand

Report Categories:

Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

After the official successful market launch of U.S. bone in beef in November 2017 that FAS Bangkok collaborated with the U.S. Meat Export Federation (USMEF) and U.S. beef importers to announce the resumption of U.S. bone-in beef exports to Thailand, the export of U.S. beef in Thailand has been growing promisingly at 8 percent recorded at the end of March this year. Post estimates the U.S. beef export growth will be at 10 percent to reach \$5 million for 2018 due to extensive marketing activities Post has been conducted to promote U.S. beef market.

U.S. Beef Sales Boost in Thailand

After the official successful market launch of U.S. bone-in beef in November 2017 that FAS Bangkok collaborated with the U.S. Meat Export Federation (USMEF) and U.S. beef importers to announce the resumption of U.S. bone-in beef exports to Thailand, the export of U.S. beef in Thailand has been growing promisingly at 8 percent recorded at the end of March this year. Post estimates the U.S. beef export growth will be at 10 percent to reach \$5 million for 2018 due to extensive marketing activities Post has been conducted to promote U.S. beef market as samples provided below:

U.S. Bone in Kick Off at the Ambassador's Residence on November 2017

The event was held in the residence of Ambassador Glyn Davies which helped attract media attention. Ambassador Glyn Davies officially opened the event by ceremoniously slicing one of the first U.S. Tomahawk steaks sold in Thailand. At the reception, over 200 executive chefs, food and beverage managers, restaurants, steakhouses, retailers, caterers, importers, and media representatives enjoyed delicious U.S. bone-in beef menu items such as U.S. tomahawk steaks, rib eye, and slow cooked braised short ribs. The importers also showcased frozen bone-in beef cuts including Tomahawk steaks, short ribs, rib eye, and prime rib.

The event and its message that U.S. bone-in beef is back in Thailand received excellent media coverage which served to increase awareness of and interest in U.S. bone-in beef products. Media of this event reached an estimated audience of more than 20 million people and generated media exposure valued at more than U.S. \$123,500.

Event photos:





- The event was on MONO29 News, a digital terrestrial television channel in Thailand on November 17, 2017 and MONO29 live <https://mono29.com/episode/180340.html> and <https://www.facebook.com/Mono29News/videos/444279465974212/>



- The event was on PPTV Thailand, which is a famous digital TV station based in Thailand. They provide different kinds of television programs such as news, sports and entertainment which broadcasts for 24 hours <https://www.youtube.com/watch?v=TKoawzeRVzE>



- The event was featured on LINE TV, with 14 million application users.



- The event was featured in The Nation newspaper and online on November 18, 2017 (<http://www.nationmultimedia.com/life/Oh-you-beautiful-BURGER!-30293760.html>)



- The event was featured in Matichon Newspaper and Matichon Online on August 21, 2016 at <https://www.matichon.co.th/news/734870>

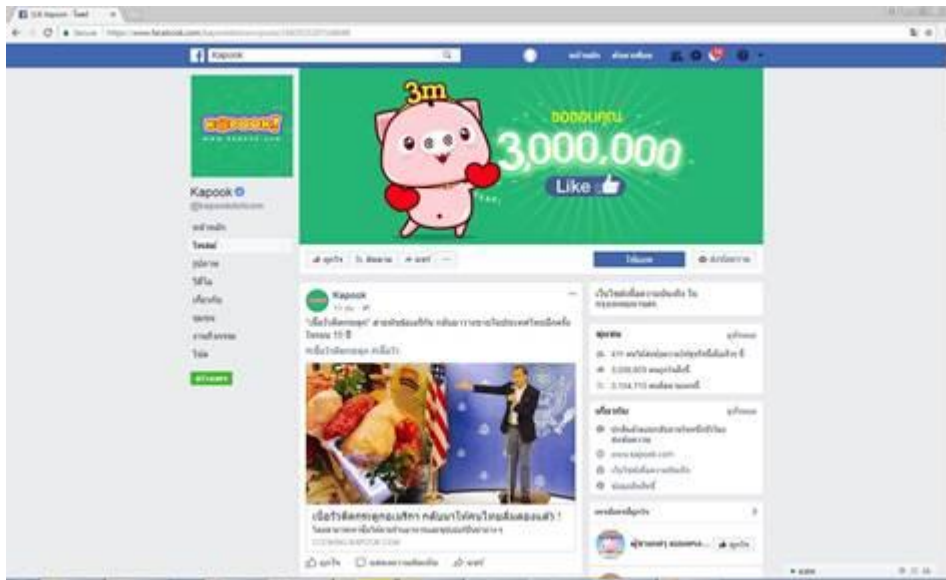




- The event was featured in “Kapook” portal web site and its affiliated media (Kapook News, Facebook, and twitter). Kapook is one of Thailand's top lifestyle portal websites and can be found at <https://cooking.kapook.com/view185606>.



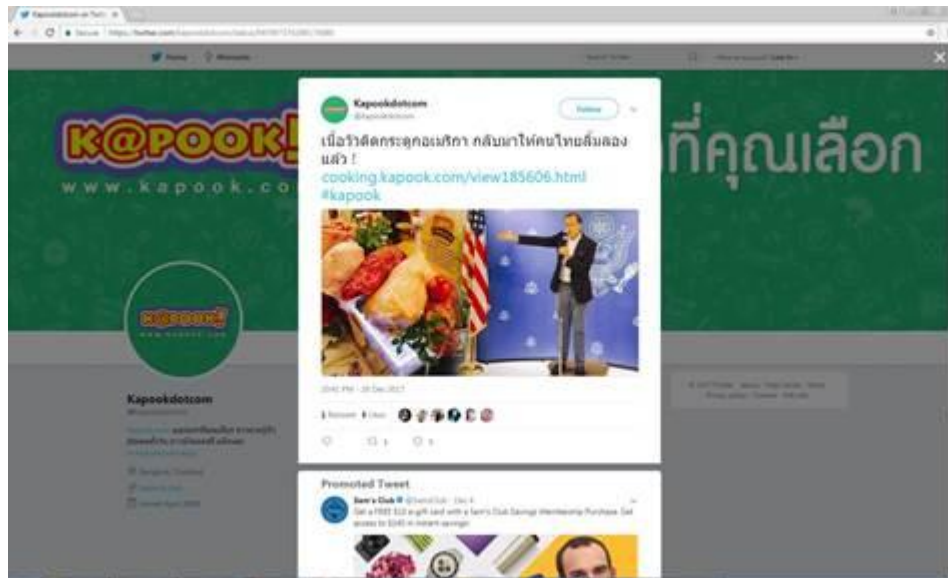
- The event was featured in Kapook Facebook with 3.13 million followers. <https://www.facebook.com/kapookdotcom/posts/1662015207168648>



- The event was featured in Kapook News with 336,828 followers
<https://www.facebook.com/kapooknews/posts/1461764380604102>



- The event was featured in Kapook twitter with 215,600 followers
<https://twitter.com/kapookdotcom/status/945907376288174080>.



- The event was featured on the U.S. Embassy Bangkok Facebook with number of 288,349 followers.



American Food Fun Fest and Great American Burger Battle in Thailand on December 2017

The Office of Agricultural Affairs (OAA) Bangkok, in coordination with the U.S. Meat Export Federation, the U.S. Potato Board, the Washington Apple Commission, the California Milk and Advisory Board, and the Raisin Administrative Committee organized the “American Food Fun Fest” from December 1-3, 2017. The highlight of the “American Food Fun Fest” and the part that attracted the most media attention was the “Great American Burger Battle.” Previously, FAS Bangkok had hosted burger competitions in Bangkok and Pattaya. For the “Great American Burger Battle”, the ten winning chefs from the previous two Great American Burger Competitions competed to produce the best American burger in Thailand. All chefs were required to incorporate U.S. beef, California cheese, U.S. potatoes, Washington apples, and California raisins into a signature burger. The burgers were judged by five professional chefs and food gurus, with awards presented for both best taste and most creative use of the ingredients. The event created tremendous media exposure for U.S. origin food products as the American Food Fun Fest and the Great American Burger Battle were prominently

featured in the Thai press including a popular day-time Thai TV program, social media, newspapers, and magazines. The event venue estimates that more than 120,000 people attended the three-day American Food Fun Fest.

Event photos:





Below are media postings and news reports about the Great American Burger Battle and American Food Fun Fest.

TV and Video Clips:

- NBT World (https://youtu.be/AR_OYP0m-WA)



- TV Program: TV channel 7 News Channel (<https://youtu.be/CwZFcrDoKjU>)



- Woman to Woman program was aired on TV Channel 3:
<https://www.facebook.com/w2w.tv3/videos/795132274003398/>

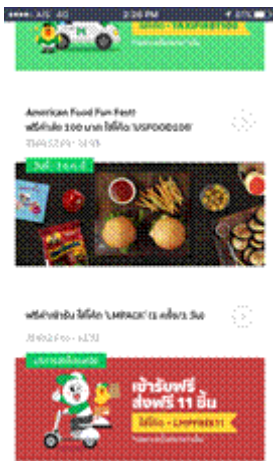


- Part of the Woman to Woman program was aired during Channel 3's noon news
<https://youtu.be/TnZFoS2ZMtQ>



Articles and news write-ups about the event (both in print and online media):

- Food delivery promotion with LINE MAN application



- Maeбан Facebook featured Great American Burger Battle and American Food Fun Fest



<https://www.facebook.com/Maeбан.co.th/videos/1466683036719662/>



<https://www.facebook.com/Maeбан.co.th/videos/1470940239627275/>



<https://www.facebook.com/Maeban.co.th/videos/1470704532984179/>



<https://www.facebook.com/Maeban.co.th/videos/1487725034615462/>



- Prachachart Turakit Online



- The event was featured in Coconuts Media, a local city website



- The Nation newspaper and online on November 27, 2017



- Matichon Newspaper dated December 10, 2017



- Matichon Online on November 30, 2017



- Bangkok Post Newspaper on December 2, 2017



- The event was featured by leading food blogger, Wannan



- Midkhao – News on line on November 30, 2017



- The event was featured at U.S. Embassy Bangkok Facebook and the Great American Burger battle was broadcasted live on the U.S. Embassy's Facebook page.



- Maeban Magazine



- Weekend Magazine and Facebook Post



- Time Out Magazine Facebook



A series of menu promotions at restaurant outlets since November 2017

- Thailand Brew Fest II at Quaint Restaurant during November 24-25, 2017



- U.S. Beef Promotion at Butcher and Beer Restaurant during August 21 – December 25, 2017

Bon Appetit Bangkok



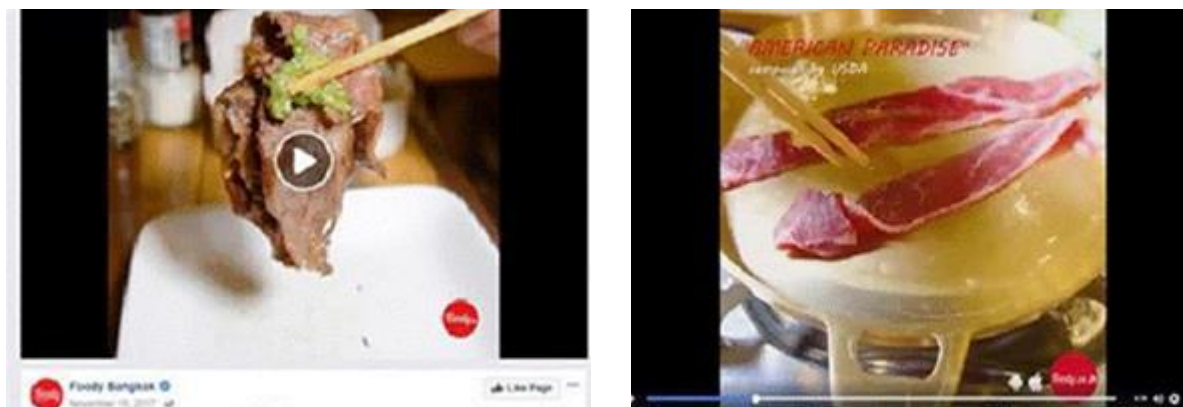
<https://www.instagram.com/p/BcLpCiDA0jF/>

Zdzociety:



<https://www.youtube.com/watch?v=RpIyrg7fagU>

Foody.co.th:



Starvingtime:



Butcher Beef and Beer:



<https://www.facebook.com/butcherbeefandbeer/>

End of the Report.