

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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U.S. Food and Wine Showcase and Product Seminar in Phuket

Report Categories:

CSSF Activity Evaluation

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Report Highlights:

"TH2013" - This report is an evaluation of the 2013 U.S. Food and Wine Showcase, Product Seminar, and Cooking Demonstration CSSF activity at the Pullman Arcadia Phuket Hotel on September 24, 2013.

General Information:

Report Title: CSSF Activity Evaluation Report
2013 U.S. Food and Wine Showcase, Product Seminar, and
Cooking Demonstration

Activity Code: U.S. Food Agent Show Phuket (FRN number is 7200010707)

Date: September 24, 2013

Venue: Pullman Arcadia Phuket Hotel

1. Market Constraints and Opportunities

As identified in Post's CSSF activity report, the strategic justification for the 2013 U.S. Food and Wine Showcase, Product Seminar and Cooking Demonstration event was to help increase sales of U.S. food and wine products in Phuket and other provinces in southern Thailand by introducing key local distributors, food service operators, and retailers to a wide range of U.S. products.

The event addressed the following constraints and opportunities:

Constraints:

- Hotels and restaurants in Phuket and other well known beach provinces like Krabi and Pang-Nga, lack awareness of U.S. food and wine products.
- Relatively high prices for U.S. food and beverage products.
- A declining market share for a number of U.S. high-value products due to high tariff rates and preferential treatment for FTA partners such as China, Australia, and New Zealand.

Opportunities/Goals:

- A large and growing number of luxury hotels in Phuket and other surrounding provinces are interested in importing high-quality U.S. food and wine products.
- The number of tourist visiting Thailand totaled more than 19 million in 2011, an increase of nearly 20 percent from 2010.
- Tourists generated more than 730 billion baht (US\$24 billion) for the Thai economy in 2011.
- Southern Thailand, including Krabi, Pang-Nga, and Phuket are in the top 10 destinations in Thailand for tourists.
- To increase market demand for U.S. and wine products through trade education.
- To establish networks between Bangkok-based importers with distributors, hotels, restaurants, and caterers in Phuket and surrounding provinces.

2. Details of Activity:

Due to the success of Post's previous U.S. Food and Wine Showcase, Product Seminar and Cooking Demonstration activities in Phuket (2011) and Pattaya (2012), Post in cooperation with the U.S. trade associations and local importers of U.S. food and wines again held another event in Phuket on September 24 at the Pullman Arcadia Phuket Hotel. The event featured a variety of products such as

U.S. frozen potatoes, California cheeses, wines, dry peas, lentils, and beans. Its targeted audience was the local retail and food service industry. The event combined product displays for a variety of wine and U.S. food products. In addition, Post arranged an evening reception for importers to showcase their selection of imported U.S. food & wine products. The cocktail menu served during the reception used U.S. products including beef, turkey, cheese, peas, beans, lentils, and potatoes.

Details of the two seminars are as follows:

U.S. Food Seminar: The seminar was conducted by the U.S. Potato Board (USPB), California Milk Advisory Board (CMAB), U.S. Dry Pea and Lentil Council (USDPLC) and the U.S. Dry Bean (USDB). Trade association representatives provided a general overview of their products. The U.S. Potato Board demonstrated the utility of U.S. frozen potatoes and instant mashed potatoes and promoted its products to current and potential users with the "Why Buy U.S. and Mixed and Mashed in a Minute" marketing presentation. The USPB concluded their activity with a cooking presentation by Chef Suthat Charnvises who demonstrated new ideas and applications for U.S. frozen potatoes and U.S. instant mashed potatoes.

The California Milk Advisory Board (CMAB), the U.S. Dry Pea and Lentil Council (USDPLC) and U.S. Dry Bean (USDB) each provided a presentation about U.S. cheese, dry peas, beans, and lentils. After the presentation, Chef Woothigrai Mungjit, Executive Chef of the Pullman Arcadia Phuket Hotel, demonstrated how to create special dishes using California cheese, milk, and dry bean, peas and lentils. Chef Woothigrai created a total of eight dishes using caramel custard, bread and butter pudding, honey yogurt, crispy milk, milk pudding, panang chickpea, bean with crispy Thai herb salad, and lentil cake. Thirty five hotel and restaurant chefs, food service operators, and product representatives in Phuket attended the food seminar.

California Wine Seminar: The seminar catered to food and beverage executives and chefs from the leading hotels, restaurants, wine shops, and wine distributors in Phuket. Five local wine importers (Ambrose Wine, Bangkok Beer & Beverages, California Wine, Independence Wine & Spirit, and Vanich Wathana) provided an array of U.S. wines (11 varieties of white and red Robert Mondavi wines, Wente, Heitz, Sutter Home, Joel Goet and Rock Brook) for tasting. The California Milk Board provided a wide selection of cheeses to complement the wines. Mr. Lim Hwee Peng, a Certified Wine Specialist from Singapore conducted the seminar. Mr. Lim emphasized the uniqueness and characteristics of U.S. wines originating from California, Washington, and Oregon. He also gave an in-depth explanation of how purveyors should best develop their wine list. Sixty hotels and restaurants food and beverage managers, executive chefs, managers and wine representatives from Phuket attended the seminar.

3. Actual Result and Outcome:

Number of exhibitors (including cooperators)	19 companies
List of exhibitors (including U.S. trade associations)	<p><u>Food Importers:</u></p> <ol style="list-style-type: none"> 1. Food Gallery Co., Ltd. 2. J.R. F&B Co., Ltd. 3. Kim Chua Group Co., Ltd. 4. Niche Brand F&B Co., Ltd. 5. Pan Food Co., Ltd. 6. Siam Food Service Co., Ltd. 7. Superior Quality Food Co., Ltd. 8. Tohkaiya Co., Ltd. 9. Food Project (Siam) Co., Ltd. <p><u>Wine Importers:</u></p> <ol style="list-style-type: none"> 10. Ambrose Wine 11. Bangkok Beer & Beverages 12. The California Wine 13. Independence Wine & Spirit 14. Vanich Wathana <p><u>Wine Glass Importer:</u></p> <ol style="list-style-type: none"> 15. Libby Wine Glass <p><u>U.S. Trade Association:</u></p> <ol style="list-style-type: none"> 16. U.S. Dry Bean (USDB) 17. U.S. Dry Pea and Lentil Council (USPLC) 18. U.S. Potato Board (USPB) 19. California Milk Advisory Board (CMAB)

Overall Outcomes and Evaluation:

The event enabled Post to combine its CSSF resources with those of U.S. trade associations and Thai importers, which benefitted all of the supporters, particularly during these times of limited budgets and global economic downturn. The activity also provided a very good platform for U.S. trade associations to convey general product information to food purveyors in Phuket and nearby provinces while at the same time allowing importers, mainly based in Bangkok and some local representative offices, to network and directly promote specific products with the local businesses. Post believes this event enhanced the image of U.S. food and beverages and is expected to significantly increase U.S. exports based on the evaluation responses provided by the participants.

The submitted evaluation forms indicated that 26 participants from 18 hotels and food service industry attended the event. More than 90 percent of the participants in the U.S. potato seminar stated that they learned new information about U.S. potatoes, 67 % of the attendees had an excellent perception about U.S. frozen potato, while 33% had a good impression, and 5% believed the presentation was average.

Representatives of the California Milk Advisory Board, U.S. Dry Peas and Lentils Council and U.S. Dry Bean chose not to distribute any evaluation forms. Nonetheless, Thai participants clearly appreciated the cooking demonstrations with many saying they wanted to use the ingredients in future meals they prepare.

84 percent of the participants of the wine seminar indicated that the presentation was "above average to excellent" and they had "a good amount" of knowledge of U.S. wine before and after attending the seminar. 40 percent of the participants were selling U.S. wines while 36 percent had no U.S. wine experiences, but agreed to sell at least one new U.S. label or recommend the wine department include U.S. wine on their wine list. 4 percent did not serve U.S. wine because of the high prices.

A local Thai importer who contributed the U.S. beef, turkey, and scallops for the event successfully received the first order of U.S. products from the Pullman Arcadia Hotel for U.S. tenderloin. The hotel plans to shift from Canadian beef to U.S. beef. In addition, the importer will fly back to Phuket soon to follow up with a few 5-stars hotels that showed interest in importing U.S. beef products.

4. Recommendations/Follow-up Evaluation

Post should continue these cost-sharing events with U.S. trade associations and importers to capitalize on the strengths of the different market players. Post believes this event increased trade facilitation, product awareness, and market share of U.S. products in Thailand. For future wine seminars, Post recommends adding an additional day for an advance level workshop to promote higher quality wines, such as California Pinot Noir, Cabernet Sauvignon, Napa Valley, etc., among professional purveyors, wine gurus, and executive food and beverage managers.

5. Cost Structure

USDA	\$3,000 (travel) \$4,400 (seminar packages)
California Milk Advisory Board	\$1,400 (seminar package) + \$250 for ingredients to prepare dishes for the cooking demonstration and cocktail reception.
U.S. Potato Board	\$1,400 (seminar package) + contracting chef for cooking demonstration.
U.S. Dry Pea and Lentil Council (USDPLC) and U.S. Bean	\$1,400 (seminar package) + \$100 for ingredients used for the cooking demonstration and cocktail reception.
Ambrose Wine	24 bottles of wine (Robert Mondavi) used for the wine tasting seminar and showcase reception.
Bangkok Beer & Beverages	12 bottles of wine (Joel Goet and Sutter Home) used for wine tasting seminar and showcase reception.
The California Wine	24 bottles of wine (Rock Brook) used for wine tasting seminar and showcase reception.
Independent Wine & Spirit	20 bottles of wine (Wente) used for wine tasting seminar and showcase reception.
Vanich Wathana	10 bottles of wine (Heitz Cellar) used for wine tasting seminar.
JR F&B	Contributed dry beans, lentil, and mashed potato for Chef

	Woody's cooking demonstration.
Food Gallery	Contributed varieties of cheeses for sampling. Also, distributed "Florida fruit juice."
Kim Chua Trading	Contributed frozen fries for sampling.
Food Project	Contributed frozen fries for sampling.
Pan Food	Contributed frozen fries and turkey for Chef Woody's cooking demonstrations.
Superior Quality Food	Contributed different cuts of beef, turkey, and scallops for cooking demonstrations.

End of the Report.