

Voluntary Report – Voluntary - Public Distribution

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Report Name: US Craft Beer Festival Proves Taiwan Market Potential

Country: Taiwan

Post: Taipei ATO

Report Category: Export Accomplishments - Events, Export Accomplishments - Marketing, Trade Events and Shows, SP1 - Expand International Marketing Opportunities, Agricultural Trade Office Activities

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Report Highlights:

The first-ever “U.S. Craft Beer Festival” organized by the ATO Taipei turned out a huge audience and connected online and offline success. ATO Taipei built the 2021 U.S. Craft Beer Pavilion as a platform for importers to promote 56 U.S. craft beers from 11 U.S. craft beer brands, in addition to U.S. beef, Maine lobster, and Washington oysters. The two-day festival achieved on-site sales exceeding expectations. In addition, the social media campaign successfully garnered 950 new ATO Taipei Facebook followers, reached nearly 400,000 Facebook users, and garnered a significant high engagement rate of eight percent per post on average.

Unleash Potential of U.S. Craft Beer in Taiwan

The ATO Taipei observed and reported on Taiwan's emerging craft beer market, which is driven by local craft brewers' and importers' drive to differentiate craft product from mass-produced beer ([GAIN TW2020-0055](#)). Still, Taiwan consumers' awareness surrounding U.S. craft beer remains at a fledgling stage due in part to hesitation surrounding higher prices. To tap into the trend and overcome this barrier, ATO organized this U.S. Craft Beer Festival to raise U.S. craft beer awareness and create a consumer tasting experience. The ATO Taipei partnered with a local event planner (Funtasty) and attached our event to an existing food festival with proven visitor traffic.

Forge Collaborative Efforts

From March 13-14, 2021, at Funtasty's pop-up food festival, ATO Taipei hosted a U.S. Craft Beer Pavilion that encompassed eight booths. ATO Taipei recruited four craft beer importers— Taihu Distribution, California Craft, Kwang Hung Co., and Long Life Trading Co., along with two U.S. food providers— Mighty Quinn and Smith & Wollensky to promote U.S. craft beer and food to consumers. With a unified U.S.-theme design projecting a California cool ambience, the pavilion stood out from the greater crowd of seventy-one booths. During the two-day event, the U.S. Craft Beer Pavilion achieved on-site sales by promoting a wide variety of craft beer styles presented by eleven U.S. craft brands: Anchor Steam, Anderson Valley, Ballast Point, Coronado, Modern Times, Pizza Port Brewing, Revision, Sierra Nevada, Stone, Thorn Brewing, and Topa Toppa, plus U.S. brisket burger from Mighty Quinn, and U.S. dry-aged beef slider, Maine lobster roll, and Hangtown fry with Washington oysters from Smith & Wollensky.

Integrate Online Plus Offline Effort Created Edge



To guide consumers toward U.S. craft beer, ATO Taipei launched a series of count-down posts one week ahead of the event on its Facebook and Instagram: [@UnitedTastes inTaiwan](#). The U.S. Brewers Association provided educational content which was translated to enrich consumer's knowledge about craft beer, its diversified styles, the distinctive U.S. hops shaping IPAs, and more. The count-down series, including promotions of beer-pairing dishes of lobster roll and hangtown fry, covered 18 posts and one video, together reaching nearly 400,000 FB users, with an average engagement rate of eight percent, well above a healthy rate for such content.

To drive consumer trials, ATO coordinated a promotion with craft beer importers to offer a 10 percent discount E-coupon exclusively for ATO FB's fans. Only by tagging a friend and following ATO's FB page could consumers enjoy this special one-time discount. The promotion

successfully attracted more than 200 fans to participate.

The design of U.S. Craft Beer Pavilion replicated the ambience of California's laid-back style. A creative backdrop that mimicked surfing at the beach delighted consumers to virtually "check in" to the pavilion, snap pictures, and share them through Instagram. The on-site spin-the-wheel games also enticed consumers to stay longer and follow ATO Taipei's FB! The add-ons created something fun and picture-worthy for consumers to share on social media. The shared posts also mentioned ATO's FB and Instagram sites, which enabled ATO to reach beyond the original audience.

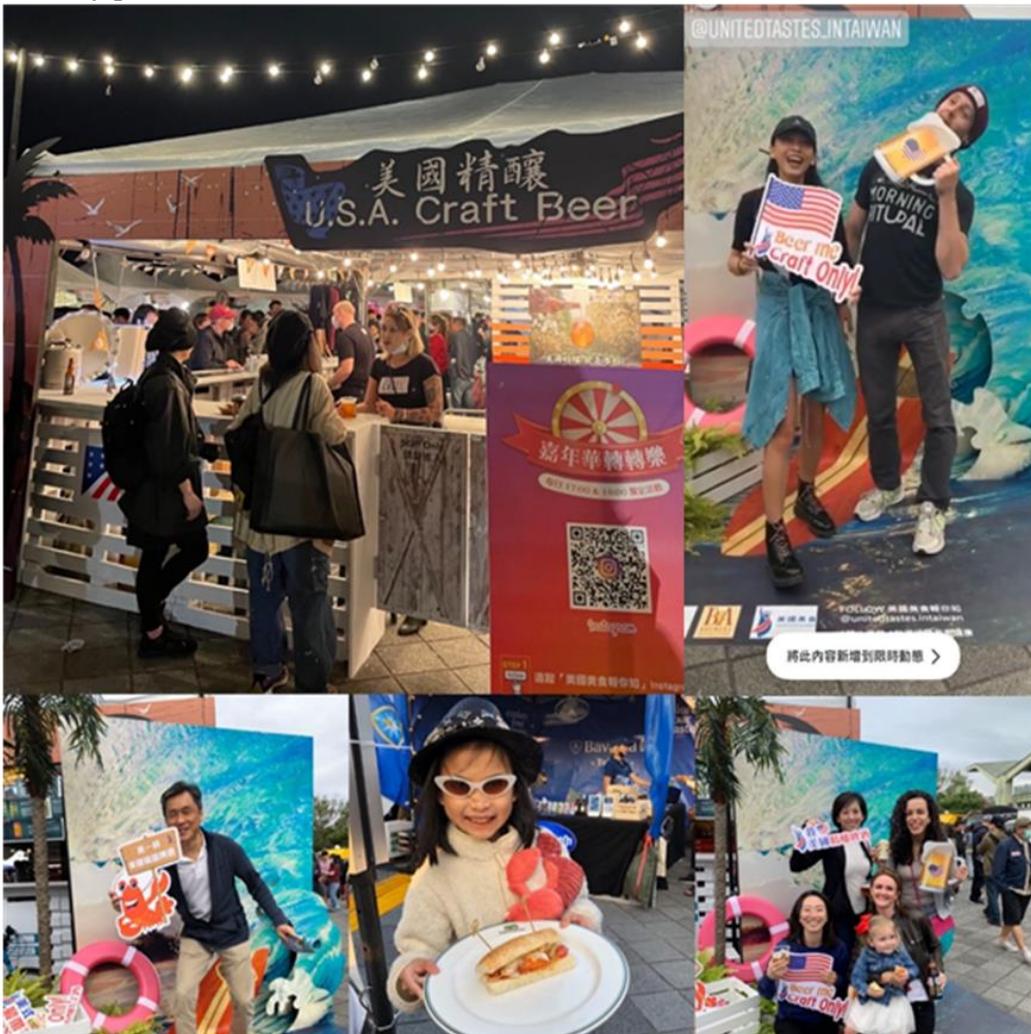
Though the U.S. Craft Beer Festival lasted only two days, the sustained awareness and word-of-mouth continued to bring in new fans for ATO Taipei's social media. ATO Taipei received inquiries about whether it could host a similar one in other cities, whether there would be another one next year, where to purchase these craft beers, etc. The two-day event generated on-site sales exceeding expectations. The post event evaluation showed that the participating importers and food providers were satisfied with the turnout, with one commenting that the event introduced them to new customers.

Join Us to Promote U.S. Craft Beer!

ATO Taipei's mission is to introduce and promote U.S. agricultural food and beverage products to Taiwan. We identify the potential, calibrate promotion programs, and would like to invite you to join us to promote U.S. food products to Taiwan importers and consumers. To know more about our social media endeavor, please follow our FB and IG at: [@UnitedTastes_inTaiwan](#).

Appendix

- Participating Partners
 - 1) Brewers Association: providing educational materials
 - 2) U.S. Meat Export Federation: sponsor giveaways for spin-the-wheel games
 - 3) U.S. Grains Council: sponsor giveaways for spin-the-wheel games
 - 4) Taihu Distribution: representing Stone, Modern Times, Coronado, Ballast Point
 - 5) California Craft Brewing: representing Sierra Nevada, Thorn Brewing, Revision Brewing, Topa Topa, Pizza Port Brewing
 - 6) Kwang Hung Co.: representing Anderson Valley
 - 7) Long Life Trading Co.: representing Anchor Steam
 - 8) Mighty Quinn: providing brisket burger
 - 9) Smith & Wollensky: providing lobster roll, hangtown fry, dry-aged beef slider
- Activity picture reference



- Instagram Layout of Count-down Series of Posts



- American Institute in Taiwan Contact Information

For Trade Policy/Market Access Issues contact Agricultural Affairs Office at:

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Attachments:

No Attachments.