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Report Name: US Lobster Leads Summer Cooking Trend

Country: China - People's Republic of

Post: Beijing ATO

Report Category: Agricultural Trade Office Activities, Export Promotion Programs, Promotion Opportunities, Market Development Reports, Agriculture in the News

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Report Highlights:

In the summer of 2022, ATO Beijing Director Lashonda McLeod Harper, together with Chef Andrea Susto and Chef Rain Xing from Michelin star restaurant, Opera Bombana, created cooking videos that combined Chinese and Western cuisine featuring U.S. food and wine. The demonstration videos were launched during China's Dragon Boat Festival and were an instant social media hit, receiving well over 1.1 million views.

U.S. Lobster Leads Summer Cooking Trend

ATO Beijing Director Lashonda McLeod Harper, together with Chef Andrea Susto and Chef Rain Xing from Michelin star restaurant Opera Bombana, created two cooking videos that combined Chinese and Western cuisine and featured U.S. food and wine. The videos were launched during China's Dragon Boat Festival and received overwhelming positive feedback and exposure for U.S. food and agricultural products in China.



The healthy cooking videos featured U.S. products, including U.S. lobster, Sunkist citrus, wines from Washington and California, as well as California almonds. The highlight was the preparation of a Beijing-style sweet and sour lobster, which emphasized the lobster's delicate taste. Demonstrated by the ATO Beijing Director and Michelin star chefs, the videos showcased simple ways for consumers in China to prepare U.S. lobster dishes at home.

Debuted in mid-June, after less than one month online, the cooking videos received well over 1.1 million views on major Chinese social media platforms including Bilibili and TikTok. Both videos received instant and positive feedback from supporting U.S. cooperators and distributors: Food Export Northeast, Sunkist Growers, Almond Board of California, California Wine Institute, Washington State Wine, and Chateau Ste. Michelle Wine Estate. The Almond Board of California shared the video with their distributors on their official WeChat account.

Weibo posted by key opinion leader featuring ATO Director Lashonda McLeod Harper preparing food with Michelin star restaurant Chef Andrea Susto.

Short Video Platforms Increasing in Popularity

As COVID-19 has continued to alter consumer lifestyles, livestreaming and short video platforms have had a major impact in China's hotel, restaurant and institutional food service sector. Platforms such as TikTok, KuaiShou, and XiaoHongShu are primary resources for young and affluent consumers seeking trendy information. ATO Beijing is successfully tapping into these platforms by using partners and online influencers to engage local consumers.



Weibo posted by key opinion leader featuring ATO Director Lashonda McLeod Harper preparing Chinese dish using American food ingredients with Chef Rain Xing.



Weibo posted by key opinion leader featuring ATO Director Lashonda McLeod Harper presenting the nutritional benefits of the U.S. food products.

Media links featuring the cooking videos:

Tencent Video: <https://v.qq.com/x/page/13341d49j3i.html>

TikTok: <https://v.douyin.com/FEaRkuQ/>

Bilibili: <https://www.bilibili.com/video/BV1YL4y1K7Yg/>

WeChat: <https://mp.weixin.qq.com/s/pn2jcrj3gaKaV6Vs3m-1lg>

TikTok: <https://www.douyin.com/video/7107452147469536542>

Tencent Video: <https://v.qq.com/x/page/o3342sipnr8.html>

Bilibili: <https://www.bilibili.com/video/BV1Nv4y1G74f/>

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Attachments:

No Attachments.