

Voluntary Report – Voluntary - Public Distribution

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Report Name: USMEF creates a new event experience in Mexico

Country: Mexico

Post: Mexico City ATO

Report Category: Export Accomplishments - Events, Export Accomplishments - Events

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Report Highlights:

U.S. Meat Export Federation held a movie night at Mexico City drive-in theater on August 22, 2020. Mexico represents an important market for U.S. Meat. The event showcased U.S. pork with the collaboration of three rising Mexican chefs that created innovative dishes inspired by the 1970s menus available at the drive-in theaters.

General Information

Mexico is the second largest market for U.S. Pork after China. In 2019, U.S. pork exports to Mexico were valued at \$1.2 billion (U.S. Census Bureau Trade Data). Each year, Mexicans consume an average of 16.3 kilograms of pork meat as it is an affordable protein.

After a difficult period for the hotel and restaurant industry in Mexico during which restaurants remained closed for almost 2 months, the U.S. Meat Export Federation designed a social experience that respects the new norms—maintaining a proper social distance—while gathering meat lovers in the same place: a movie night at a drive-in theater! USMEF screened the movie “*A Quiet Place*” and invited 300 guests (2 people per car) comprising media, chefs, distributors, and industry members.

Three brand ambassadors’ chefs created a special menu using U.S. pork, guided by inspirations from drive-in theaters of the 70s in Mexico, adapting the menu to the pork cuts currently available in the market.

Each guest received a box with two sandwiches (pulled pork and choripan) and a milkshake (peanut butter and bacon), popcorn and bottled water, as well as a souvenir, a face mask branded with the U.S. Pork logo, and portable hand sanitizer gel.

Event photos



Brand Ambassadors’ Chefs Paco Salas (left), José Luis Cervantes (Center) Paco Molina (right)



Food Boxes with 2 sandwiches choripan (long), pulled pork (round), milkshake (peanut butter and bacon) branded face mask and portable hand sanitizer.



Service staff wore face masks and gloves



Industry members at their cars receiving the food boxes.

For further information and to learn more about the services provided by the Agricultural Trade Offices (ATO) in Mexico, please contact us at:

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Attachments:

No Attachments.