

Voluntary Report – Voluntary - Public Distribution

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Report Name: Using New Social Media Gadgets to Bake with a Taste of America

Country: India

Post: New Delhi

Report Category: Market Promotion/Competition, Dried Fruit, Fresh Fruit, Tree Nuts, Poultry and Products

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Report Highlights:

India is the world's second largest social media user base and provides significant opportunities to market U.S. foods and ingredients. From November 24 through December 31, 2022, the Foreign Agricultural Service in New Delhi (FAS New Delhi) conducted an online promotional activity with Indian Chef Deeba Rajpal to generate enthusiasm and demand for U.S. baking ingredients during the holiday season in India. With the theme, "Bake with a Taste of America," FAS New Delhi and Chef Rajpal demonstrated how U.S. ingredients can be used in contemporary holiday recipes, including tree nuts, and fresh and dry fruits. Five published recipe videos on India's leading social media channels led to a combined four million views and 160,000 "likes" on the platforms, further improving the trust of the "Taste of America" brand and enhancing positive consumer behavior.

REPORT OVERVIEW

As of 2022, India has nearly 800 million internet users, with the vast majority (96 percent)¹ who utilize social media. India's use of social media is at all-time high, as companies attempt to gain new followers, increase brand exposure, and build sales. For imported gourmet food products, platforms such as Instagram, Facebook, or Twitter provide opportunities to produce creative digital content for a wide audience and influence their buying behavior.

To capture this opportunity, FAS New Delhi partnered with featured author and chef Deeba Rajpal to promote various U.S. ingredients during the holiday season. As an influential content creator on social media, Chef Rajpal maintains a combined reach of over one million followers on Instagram, Facebook, and YouTube. During the four-week campaign, four recipe reels (short videos) promoted U.S. baking ingredients including tree nuts (almonds, walnuts, pistachios, hazelnuts, pecans) and dried fruits (cranberries, blueberries, and prunes). The strikingly visual short-form videos² revealed exquisite desserts favored by the modern consumer, including vegan, no-bake, and eggless products frequently consumed during the holiday season (Thanksgiving, Christmas). The campaign also included a contest with the objective to engage Chef Rajpal's social media followers about the U.S. ingredients used for making the recipes. Apart from the reels and contest, multiple stories were published that provided nutritional information on the products.

On Instagram, Chef Rajpal's quality reels captured the necessary algorithms that diffused the content to a wide-reaching consumer base. All combined, through four reels and one static post, the social media campaign earned more than four million views, 160,000 "likes" and 50,000 "saves," (maintained for later use), with an average engagement rate of 7.7 percent (Table 1).

Next steps

The activity demonstrated the importance in creating highly visual, attractive content with which consumers on social media will likely interact to generate engagement, drive sales, and increase U.S. agricultural exports. Demand for U.S. consumer-oriented food products continues to grow throughout India, and exporters who remain interested in India as a future market may see significant results when developing targeted, high-quality social media content to advertise their products. Post will examine future opportunities that utilize creative media content that draws consumers and furthers the "Taste of America" brand.

¹ Source: [ComScore](#); State of Social Media in India, published December 1, 2022.

² Reels are full-screen, short-form videos preferred by Indian social media users. They are a very effective media tool for Instagram, Facebook, and YouTube, as engagement rates are much higher and maintain better appeal for the target audience.

Table 1. Social Media User Interactions by Reel (Instagram)³

Reel Description	Number of Likes	Number of Views / Impressions	Engagement Rate	Number of Saves
Eggless Pecan Tart	7,362	185,750	1.68	4,773
U.S. Blueberry Swirl Cheesecake	79,521	2,150,379	18.12	25,024
Pistachio Cranberry Layer Cake	18,104	452,364	4.16	8193
Eggless Gingerbread Nut Cake	63,715	1,605,277	14.4	14,903
Chocolate Pistachio Cranberry Cake	2,139	57,253	0.5	243
Stories (27 in total)	-	285,757	-	-

Social Media Coverage



³ Data as of February 3, 2023.



passionateaboutbaking and tasteofamericain
Paid partnership with **tasteofamericain**
Austin Farwell • Dreaming

passionateaboutbaking • Eggless Pecan Tart... As delicious as delicious can be with the best American pecans! This was my first attempt at making an egg free pecan tart, and after a few trials, I came up with this absolutely addictive good tart.

The base is filled with lightly toasted crisp American pecans from @tasteofamericain that bake up beautifully in a quick batter. More pecans on top of this quintessential Thanksgiving dessert add to the overall deliciousness. It's a beautiful dessert to bring to the table and I'm sharing the recipe below so you can make it too. You can buy these great quality American pecans at all the major online portals. Happy Thanksgiving! #ad

Tart shell 8"
105g all purpose flour
15g cornflour
25g water cream

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Liked by **tasteofamericain** and 7,362 others



passionateaboutbaking and tasteofamericain
Paid partnership with **tasteofamericain**
New York Jazz Trio • A Holly Jolly Christmas

passionateaboutbaking • Pistachio Cranberry Layer Cake... A beautiful delicious dessert for the festive season with the goodness of American pistachios and American cranberries from @tasteofamericain

Everything about this dessert is pleasing - the play of colours, textures and flavours reminds you of Christmas. The bright red cranberries and beautiful green pistachios on the orange flavoured eggless sponge smothered in a rich cream, topped with a satiny smooth layer of chocolate are delightful! The whipped chocolate ganache on top with pistachios and cranberries makes it shine. It's a simple recipe and I'm sharing it below. #ad

Pistachio Cranberry Layer Cake
Makes one 9" X 5" dessert bowl
Eggless cranberry pistachio orange sponge

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Liked by **tasteofamericain** and 18,104 others



passionateaboutbaking • GIVEAWAY~
This delicious Chocolate Pistachio Cranberry Cake I made using us California pistachios and U.S. cranberries @tasteofamericain is perfect for Christmas! (Recipe link in profile) Would you like to make this as well? We are giving away an INR 5K voucher for @naturesbasket to one lucky winner. #ad

All you need to do **1**

1. Follow @tasteofamericain and @passionateaboutbaking.
2. Leave a comment telling us what you'd like to create with American pistachios and U.S. cranberries
3. Tag 3 friends

(Closed. Winner announced on stories)
Best of luck!

We'd love to see what you make out of these ingredients so

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2,139 likes
DECEMBER 23, 2022

Attachments:

No Attachments.