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**Date:** 1/3/2018

**GAIN Report Number:** TH8005

## Thailand

**Post:** Bangkok

## American Food Fun Fest and Great American Burger Battle in Thailand

### Report Categories:

Export Accomplishments - Events

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### Report Highlights:

FAS Bangkok organized the American Food Fun Fest and the Great American Burger Battle to raise awareness of U.S. beef, U.S. potatoes, California cheese, Washington apples, California raisins, U.S. craft beer, U.S. seafood, fruits, fruit juices, snacks, and other U.S. products from December 1-3, 2017. The event generated sizable onsite sales and huge media exposure greatly increasing awareness of U.S. origin food products.

## **General Information:**

### **American Food Fun Fest – Great American Burger Battle in Thailand**

The Office of Agricultural Affairs (OAA) Bangkok, in coordination with the U.S. Meat Export Federation, the U.S. Potato Board, the Washington Apple Commission, the California Milk and Advisory Board, and the Raisin Administrative Committee organized the “American Food Fun Fest” from December 1-3, 2017. This activity was held at Central World Plaza Mall from 1 p.m. to 10 p.m. during a 3-day period. At the American Food Fun Fest, visitors discovered popular restaurants such as 25 Degrees, Jim’s Burger, Paper Butter & the Burger, Coast Beach Bar and Grill by Centara Mirage Grand, Full Moon Café, Holy Cheese, Food Identity, and Meat and Bones. These restaurants were selling delicious American burgers, BBQ platters, and menu items made from U.S. beef, U.S. seafood, U.S. potatoes, and California cheese. Additionally, the vendors Emack and Bolio and Yogurtland sold American ice cream and real frozen Californian milk yogurt at the event. Five U.S. trade associations (the California Milk Advisory Board, the U.S. Potato Board, the Washington Apple Commission, the U.S. Popcorn Board, and the Raisin Administrative Committee) together with importers of U.S. food and beverage products also participated at the event to showcase and sell a wide assortment of U.S. foods and beverages including popcorn, fruit juice, nuts, U.S. potato products, California cheese products, and craft beer.

The highlight of the “American Food Fun Fest” and the part that attracted the most media attention was the “Great American Burger Battle.” Previously, FAS Bangkok had hosted burger competitions in Bangkok and Pattaya. For the “Great American Burger Battle”, the ten winning chefs from the previous two Great American Burger Competitions competed to produce the best American burger in Thailand. All chefs were required to incorporate U.S. beef, California cheese, U.S. potatoes, Washington apples, and California raisins into a signature burger. The burgers were judged by five professional chefs and food gurus, with awards presented for both best taste and most creative use of the ingredients. The Deputy Chief of Mission for the U.S. Embassy Peter Haymond presided over the ceremony along with U.S. Agricultural Attaché Paul Welcher.

Overall, the event created tremendous media exposure for U.S. origin food products as the American Food Fun Fest and the Great American Burger Battle were prominently featured in the Thai press including a popular day-time Thai TV program, social media, newspapers, and magazines. The event venue estimates that more than 120,000 people attended the three-day American Food Fun Fest.

#### **List of Great American Burger Battle Contestants:**

##### **Bangkok:**

25 Degrees Restaurant  
PaperButter and the Burger  
Daniel Thaiger Burger Truck  
Mother Trucker Burger Truck  
Full Moon Café

##### **Pattaya:**

Hilton Pattaya

Coast Beach Bar and Grill by Centara Mirage Grand  
Jim's Burger  
Cadillac Café's and Bar by Wave Hotel Pattaya  
Skoop Beach Café by Veranda Resort

Event photos:







Below are media postings and news reports about the Great American Burger Battle and American Food



Fun Fest.

TV and Video Clips:

- NBT World ([https://youtu.be/AR\\_OYP0m-WA](https://youtu.be/AR_OYP0m-WA))



- TV Program: TV channel 7 News Channel (<https://youtu.be/CwZFcrDoKjU>)



- Woman to Woman program was aired on TV Channel 3:  
<https://www.facebook.com/w2w.tv3/videos/795132274003398/>



- Part of the Woman to Woman program was aired during Channel 3's noon news (<https://youtu.be/TnZFoS2ZMtQ>)



Articles and news write-ups about the event (both in print and online media):

- Food delivery promotion with LINE MAN application





- MaeBan Facebook featured Great American Burger Battle and American Food Fun Fest



<https://www.facebook.com/Maeban.co.th/videos/1466683036719662/>



<https://www.facebook.com/Maeban.co.th/videos/1470940239627275/>



<https://www.facebook.com/Maeban.co.th/videos/1470704532984179/>



<https://www.facebook.com/Maeban.co.th/videos/1487725034615462/>



- Prachachart Turakit Online





- The event was featured in Coconuts Media, a local city website



- The Nation newspaper and online on November 27, 2017





- Bangkok Post Newspaper on December 2, 2017



- The event was featured by leading food blogger, Wannan





- Midkhao – News on line on November 30, 2017



- SiamTownUSA



- The event was featured at U.S. Embassy Bangkok Facebook and the Great American Burger battle was broadcasted live on the U.S. Embassy's Facebook page.



- MaeBan Magazine



- Weekend Magazine and Facebook Post



- Time Out Magazine Facebook



- The event was reviewed and promoted at EatSleepBangkok Youtube channel. EatSleepBangkok is a channel focusing on the cost of living in Bangkok. The channel reviews food options and view accommodation available in Bangkok.





End of Report.