



THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Date: 6/16/2015

GAIN Report Number: TW15018

Taiwan

Post: Taipei ATO

American Food Festival to Take Place at CitySuper

Report Categories:

Export Accomplishments - Market Access

Retail Foods

Approved By:

Mark Ford

Prepared By:

Cindy Chang

Report Highlights:

The Far Eastern Group's retail sector, primarily CitySuper, recently agreed to partner with the ATO Taipei to promote an *American Food Festival* throughout six stores from July 1-21. The promotions will take place in CitySuper, which is a specialty shop offering premier foods and beverages, and imports more than 75% of its products (20% from the United States). For the 2015 promotion, CitySuper will target three specific areas of interest: dry foods, fresh produce and seafood. During the same period, the Far Eastern Department Stores will also hold "American Week" promotions to promote general merchandise and services. The promotion is expected to generate great publicity for U.S. agricultural products and more than \$1 million worth of additional U.S. exports is expected to be purchased as a direct result of the *American Food Festival*.

General Information:

The ATO Taipei recently held a briefing with CitySuper to announce American Food Festival for July 2015. Over 30 participants, including U.S. cooperators, U.S. state representatives, and U.S. importers attended the event. Many of the attendees commented that they are very interested in the trade promotion since it will provide an excellent platform for U.S. suppliers to introduce new products or brands to the Taiwan market at minimal costs.

As of the end of May 2015, CitySuper has reportedly imported more than 40 new products from the United States that will be displayed and marketed during the promotion. The new products are mainly in the snacks, juices, wine and beer, cooking ingredients and organic foods categories.

American Food Festival

The *American Food Festival*, which will take place from July 1-21, 2015, will be launched in six CitySuper stores and 10 Far Eastern Department stores island-wide. With total sales surpassed NTD\$9.6 billion (US\$322 million) in 2013, Far Eastern Group's retail business integrates department stores, hypermarkets, shopping centers, supermarkets and e-commerce. Their most popular store for food and agricultural products is CitySuper, which focuses on foods, drinks, wines, vegetables, fruit, groceries and daily necessities.

Far Eastern department stores and CitySuper have advertised heavily to promote this event to general consumers as well as key importers. The promotional efforts will be carried out through the end of July 2015.



Recent ATO Briefing with CitySuper to Promote the American Food Festival starting July 2015.

Taiwan's Far Eastern Group launched its first CitySuper supermarket at the Far Eastern Plaza Shopping Mall in Taipei, Taiwan, at the end of 2004. CitySuper supermarket is a newer and popular supermarket store format in Taiwan, mainly carrying higher-end and imported foods to cater to the needs of city inhabitants. More than 75% of their food and beverage items are imported with 20% coming from the United States. In 2013, the latest trade data available, CitySuper generated more than \$74 million in sales.

Recent Ads Promoting American Food Festival



city'super

2015 U.S.A Food Festival

1st July (Wed) ~ 21st July (Tue)

合作說明

city'super 歷年來多次舉辦國際美食主題展，成效卓越，於台灣零售通路品牌中位居領導地位，對台灣民眾而言，更是尋訪異國美食逸品之第一首選。而歷次主題展除與各國官方辦事處/工商團體等相關單位密切合作外，city'super與各行各業知名品牌的異業合作亦是成功帶動活動炒熱話題的利器之一，尤其是「機票抽獎」，更是與美食相輔相成、最貼近民生消費議題的重點表現之一，每每皆能創造高度曝光、達到彼此雙贏局面！故此誠懇邀請達美航空成為2015 city'super 美國美食節協辦贊助單位，雙方攜手共創佳績！

合作內容

city'super 提供

- 50000 份 Leaflet版面露出 (另有電子版本)
- 7/1 開展首日報紙廣告(Upaper)版面露出
- 32000 份會員EDM版面露出
- city'super 官網及臉書粉絲團露出
- city'super 六店陳列海報版面露出
- city'super 六店店頭TV影像露出

Leaflet版面示意 (以英國美食節為例)

1. 於活動頁享有1/2版面自製廣告露出 (尺寸約21*12cm)
2. 贊助獎項列為首獎，於活動說明中露出指定機型照片
3. 以贊助單位之名, Logo 列於封面



DELTA 提供

- 台北-美國來回機票2張 (城市可進一步討論)
- 抽獎日期7/24，建議使用期限至12月，出發日若因暑假、連續假期等產生之價差，由中獎旅客自行吸收



city'super 公司簡介

以「生活專門店」為定位的city'super，是全台首家「美食生活精緻名店」。在繁忙的都會生活步調中，打造一個真正能夠一次購足的購物環境，來自全球各地、獨一無二的商品都能在city'super中找到。

目前於SOGO復興館(BR4)、SOGO天母店、遠企購物中心、Mega City板橋大遠百、Big City巨城購物中心、Top City台中大遠百設有，並持續進行於台灣其他縣市展店規劃。



Mega Lifestyle



復興店
Sogo復興館B3



天母店
Sogo天母店B1



新竹店
Big City B1



台中店
Top City B2



板橋店
Mega City B1



遠企店
The Mall B1 & B2

Grand Opening

ATO Taipei invites members of the media and general public to join the “American Week” opening ceremony on July 1, 2015, at 2:30 p.m. at CitySuper’s Mega City store in New Taipei City. The photos, below, were taken from previous grand opening events at CitySuper.



ATO Taipei’s Services and Assistance

ATO Taipei will continue its marketing efforts to support U.S. food and agricultural suppliers both in the consumer and trade sectors. With strong relationships with Taiwan’s food retail chains, ATO Taipei would welcome continued dialogue with U.S. suppliers to explore ways we can assist entering the retail channel in the future.

Contact

For more information, please contact:
Cindy Chang, AIT Agricultural Trade Office
Tel: (02) 2705-6536, Ext. 248
E-mail: cindy.chang@fas.usda.gov.tw