

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Indonesia

**Post:** Jakarta

### **FAS Jakarta Conducts Ramadan Culinary Outreach**

**Report Categories:**

Market Promotion/Competition

**Approved By:**

Chris Rittgers

**Prepared By:**

Garrett McDonald

**Report Highlights:**

On May 9, 2018, FAS/Jakarta, in collaboration with Peka Consulting, held a special pre-Ramadan media gathering at AMUZ restaurant in Jakarta. More than 50 local media outlets and food bloggers attended the “Delightful Ramadan Culinary” event. FAS Jakarta discussed “Ramadan in the USA,” and the restaurant served attendees culinary creations featuring a variety of U.S. horticultural products.

## **General Information:**

### **Background**

As the world's largest Muslim majority country, the holy month of Ramadan in Indonesia provides a unique opportunity to demonstrate the United States' and Indonesia's shared values of unity in diversity and tolerance, while also highlighting the culinary traditions of Muslim communities throughout the United States. The traditional *buka puasa*, or breaking of fast, which follows the day-long fasting period is a time when Indonesian's gather to enjoy a special meal among family and friends.

Conducted as part of U.S. Embassy Jakarta's greater outreach efforts during Ramadan, the event provided an opportunity for influential members of the press to sample expertly prepared products featuring U.S. apples, dates, potatoes, citrus, blueberries, raisins and beef. In addition, attendees heard directly from members of the Embassy community and fellow Indonesians regarding their experiences living in the U.S. during Ramadan.

### **Collaboration and Programing:**

FAS Jakarta collaborated with Peka Consulting (local representative for Washington Apples, Nature's Delight Dates, Sunkist, Sunmaid Raisins and Potatoes USA) for the event entitled "Delightful Ramadan Culinary". Held at the high-end French fusion restaurant AMUZ, the event attracted a who's-who of Jakarta's food and culinary press and numerous lifestyle and food bloggers.

The event commenced with a showcase of U.S. food products, followed by a presentation from Agricultural Counselor, Chris Rittgers on Ramadan in the USA. Next, a former participant in the Youth Exchange and Study program described her experience living in the U.S. during Ramadan. Lastly, Peka Consulting Vice-President, Kafi Kurnia presented on Indonesian Culinary Trends, detailing how U.S. fruits and other agricultural products can be incorporated into traditional Indonesian cuisine.

The presentations were followed by an open menu sampling featuring stuffed dates, panna cotta with blueberries and citrus, beef satay and roast beef, apple salad, potatoes topped with a Southwestern salad and lemon and blueberry sorbet among many others.

### **Photographs:**











**Selected Media Links:**

<https://ramadan.tempo.co/read/1087531/sensasi-rasa-hindangan-ramadan-dengan-bahan-baku-dari-amerika>

<https://ramadan.tempo.co/read/1087537/cerita-diplomat-amerika-serikat-soal-ramadan-di-negeri-abang-sam>

<https://www.liputan6.com/ramadan/read/3522366/lezat-dan-nikmat-ini-olahan-menu-ramadan-ala-amerika>

<https://www.liputan6.com/global/read/3519988/jelang-ramadan-kedubes-as-pamer-makanan-khas-indonesia-ala-amerika>

<http://www.beritasatu.com/rasa/491753-sambut-ramadan-kedubes-as-kenalkan-kuliner-indonesia-ala-amerika.html>

<https://www.nurulsufitri.com/2018/05/makan-enak-kuliner-indonesia-restoran.html>

**TV, Print and Online Journalists attending the event:**

1. Kumparan.com
2. VOA JAKARTA
3. Kompas
4. Okezone.com
5. Berita Satu TV
- 6 Liputan6 com
- 7 Koran Jakarta
- 8 Koran Tempo
9. Kabarinews
10. Sindonews.com
11. Antara
12. Koran Sindo
13. Media Indonesia
14. PASFM RADIO
15. Suara Pembaruan
16. Yunion TV
17. Beritasatu.com
18. Viva.co.id
19. Jakarta Post
20. JAKTV
21. Warta Jakarta
22. Republika
23. Jakarta Globe
24. Metrotvnews.com

25. CNN INDONESIA TV
26. Bisnis Indonesia.
27. Tempo.co