

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

Voluntary Public

Date: 10/9/2013

GAIN Report Number: RO1326

Romania

Post: Bucharest

FAS Bucharest Facilitates US Barbeque Sauces Export to Romania

Report Categories:

Export Accomplishments - Other

Approved By:

Michael Henney, Agricultural Attaché

Prepared By:

Monica Dobrescu, Agricultural Specialist

Ioana Stoenescu, Marketing Specialist

Report Highlights:

Effective cooperation between FAS Bucharest and FCS Bucharest led to a \$20,000 sale of food (U.S. Barbeque sauces) and non-food products to Romania. FAS Bucharest provided guidance to the US supplier on proper health certification associated with the sauces, enabling the new-to-market products avoid potential detention and delay during the customs clearing process.

General Information:

In April 2013, a local Romanian food company contacted FAS Bucharest expressing interest to import KC Masterpiece BBQ sauces. Apart from this food item, the importer also had interest in sourcing plastic sandwich bags from the U.S. FAS Bucharest partnered with FCS Bucharest and the US Exporter Assistance Center Chicago to provide comprehensive service resulting with the customer achieving its market goals.

Based on the information gathered from the importer, FAS Bucharest contacted the Romanian Food Safety Authority (FSA) to inquire about specific import requirements, including applicable product tests, for this product category to enter the market. In addition, on behalf of the importer who had reported several unsuccessful attempts to engage the US supplier, FAS Bucharest contacted the US retail company identified as a possible product source. FAS Bucharest learned through its outreach to the US firm that it, as a retailer, would not be in position to provide the requisite certification documentation necessary for export to Romania.

Armed with this information, FAS Bucharest reached out to the US Export Assistance Center Chicago which recommended for the importer several US logistics companies based in Chicago, Illinois. The importer linked up with one of those companies which had vast experience in consolidating small-lot shipments for foreign destinations. This was a first for the importer, to work with a consolidator to source limited volumes of targeted products. In September 2013, the importer reported to FAS Bucharest the efforts resulted in the recent arrival in Romania of his first shipment of U.S. barbecue sauces – various flavors - valued at \$11,250.

When visiting the office in September, the importer expressed his appreciation for the guidance provided by both FAS Bucharest and FCS Bucharest in terms of import requirements and matching US partner, as both offices helped him tremendously in finalizing his first import of US origin products. He specifically identified information received regarding product certification as instrumental to its clean entry into Romania.

In Romania, the sauce market is highly competitive and clearly dominated by local manufacturers. Nevertheless, opportunities for high-quality flavor-rich sauces continue to exist. In terms of selling opportunities, sauces based on tomato, mustard and mayonnaise are widely marketed through retail chains, while barbecue sauces are more common marketed through the hotel and restaurant networks.