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Taste of America Restaurant Week 2

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Agricultural Trade Office Activities

Agriculture in the News

CSSF Activity Report

Food Service - Hotel Restaurant Institutional

Market Development Reports

Market Promotion/Competition

Promotion Opportunities

Vegetables

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Report Highlights:

55 Tokyo restaurants participated in the first ATO sponsored American Restaurant Week. Awareness and usage of American ingredients including GBI project V5 vegetables (broccoli, celery, and lettuce), dairy products as well as specialty products such as olive oil were developed through this project. In addition, the participating restaurants have become a new support group of American-loving restaurants.

Executive Summary:

There were many Japanese who love American culture or some aspect of America but they didn't have an outlet to express those passions. Taste of America was developed to provide a means and opportunity for restaurateurs' to express their enthusiasm for U.S. culture. We also wanted to create a community that could become that outlet.

General Information:

American Restaurant Week: Getting Started

We began with this idea to determine if restaurants would truly be interested in this project.

Purpose

Provide a platform/opportunity for American themed restaurants to participate in an U.S. Embassy sponsored event to express their love, passion and support for American cuisine and culture.

Concept

Participating restaurants will develop a special American menu to be served for two weeks at a special price that will attract patrons to the restaurant and promote American cuisine and culture. More than 50 restaurants will participate in this weeklong event that will take place in Minato-ku, Shibuya-ku and Ginza, which should create exposure for this event, or a buzz.

Which restaurants will participate?

An internet and field search should generate a list of more than one thousand American themed restaurants throughout Japan. We will limit the district areas for the first year and gradually expand the area according to our management capacity. For the first year, we chose Minato-ku, Shibuya-ku and Ginza. We expect approximately 50 restaurants to participate in the first year.

What are we asking the restaurants to do?

1. Develop and include a set lunch and dinner menu to be served in the restaurant for two weeks.
2. Use U.S. broccoli, celery, lettuce along with two of the following ingredients. U.S. meats, seafood, fruits, nuts, dried fruits, oils, dairy products and finished products, such as peanut butter, olive oil, condiments, etc.
3. Work with distributor to procure U.S. ingredients.
4. Promote fair by including information on website and distribution of brochure that will be prepared by V5 Campaign.
5. Display fair logo sticker in restaurant along with other point of promotion material.

What will our management team do?

1. Create restaurant list through internet and field search.
2. Contact restaurants to participate.
3. Manage participants.
4. Create public relation content and implement PR program.
5. Develop POP material and distribute.
6. Plan and implement kick-off reception.

Benefits for the restaurants

1. Relationship building with like minded restaurants
2. Relationship building with U.S. Embassy
3. Participate in Chef Competition and chance to win trip to Taiwan

4. Media exposure
5. Website advertisement
6. Rebuild customers

Benefit for distributors

1. Work with new restaurants
2. Opportunity to work with new products

Benefit for the cooperators

1. Work with new restaurants
2. Media exposure
3. Website advertisement
4. Leverage promotional programs
5. Expand restaurant portfolio

Taste of America 2011

Goals

Create a buzz in the food service industry about Taste of America through media.

Create awareness of U.S. agricultural products, especially broccoli, celery and Romaine lettuce measured by first time users and placed orders.

Develop a group of restaurants that would support ATO efforts, which will be part of a survey questionnaire.

Participants

ATO Japan hired Office K2M to plan, recruit restaurant participants, and implement the event. 160 restaurants were visited and 55 restaurants decided to participate. Many restaurants had pre-arranged events during the proposed time period, which prevented them from participating. Some could not change or add a menu. Another reason for declining was that they believed they were understaffed. Also, some did not believe the ingredient fit their restaurant menu. Three districts were selected to maintain a plausible area to search for restaurants: Minato-ku, Shibuya-ku, and Ginza. These three districts had a high visibility of foreign cuisine restaurants and demand for customers who seek American flavors.

There were many reasons for restaurant owners and managers to participate.

1. Love of America.
2. Promote their American cookery.
3. Association with the Embassy.
4. New project to attract customers.
5. Opportunity to work with ATO and cooperator community.

Execution of the Project

The most difficult part was to search for and then visit each potential restaurant to involve 50 or more restaurants. The fairly easiest subset of restaurants was the U.S. themed restaurants. Another fairly easy subset was the hamburger restaurants that are popular in Tokyo. They are popular enough for publishers to rank them and sell books.

The management team had a list of restaurants that they built relations in the past as restaurant consultants. Most of these restaurants were pricier and catered to customers with larger pockets, which was good for the mixture of participating restaurants.

Several restaurants had nothing to do with America but their owner or management wanted to have the restaurants associated with the U.S. and Embassy. For example, one Chinese, one Indian and an Italian restaurants participated. This was another great to have representation of many varieties and price point restaurants.

While sales calls were made to restaurants, advertisement materials were designed and printed. A Taste of America logo, posters, brochures, table tents, website and a television infomercial on AXN TV, a national cable network, were produced.

During this same period, participating restaurants were developing their menus. Some developed brand new recipes for the event. Others replaced vegetables of existing recipes with U.S. broccoli, celery and/or lettuce. Participants incorporated nuts and dried fruits to use in their salads and desserts. Wines and craft beers were also chosen as items to qualify for participation.

We also produced a products list that included all cooperators, branded products and importers. This list was provided to all the restaurants so that they will have the option to use the list for future purchasing decisions.

The website was uploaded on September 23. Immediately following the website upload, an AXN TV infomercial premiered on September 25 and continued through to October 8. . The infomercial was a 3 minute promotion of the event that included an interview with a participating restaurant owner. The infomercial was run 22 times on AXN. By September 28, Taste of America posters, brochures and table tents reached the restaurants' mail boxes.

Taste of America kicked-off on October 3 with each restaurant exhibiting Taste of America posters, brochures lined up on tables and table tents placed on tables and counters. Several restaurants commented that Taste of America advertisement material was a good change of pace for the restaurant atmosphere. Several restaurants employees, embassy employees, and industry partners commented on the AXN infomercial. We believe we created a buzz about Taste of America.

As an example of this process in a real situation, here is what happened at Joe's Shanghai.

Joe's Shanghai was one of the participating restaurants. The Joe's Shanghai brand was developed in New York and brought to Japan by Mr. Takanori Umeno, who succeeded in the United States as a jingle writer and other businesses. He wanted to give back to the U.S. by bringing to Japan an American restaurant. So far, Joe's Shanghai Ginza has been successful. When Mr. Umeno was approached with the Taste of America concept, he immediately agreed, saying that this would be another way to give back to America.

Requesting his chef to find ways to include U.S. broccoli, celery and Romaine lettuce, and other U.S. ingredients, Chef Yuasa created these delicious dishes. To highlight the goodness of the vegetables, he simply pan fried them with XO sauce. The steak was also simply pan fried with little sauce to enjoy the natural taste of U.S. beef.

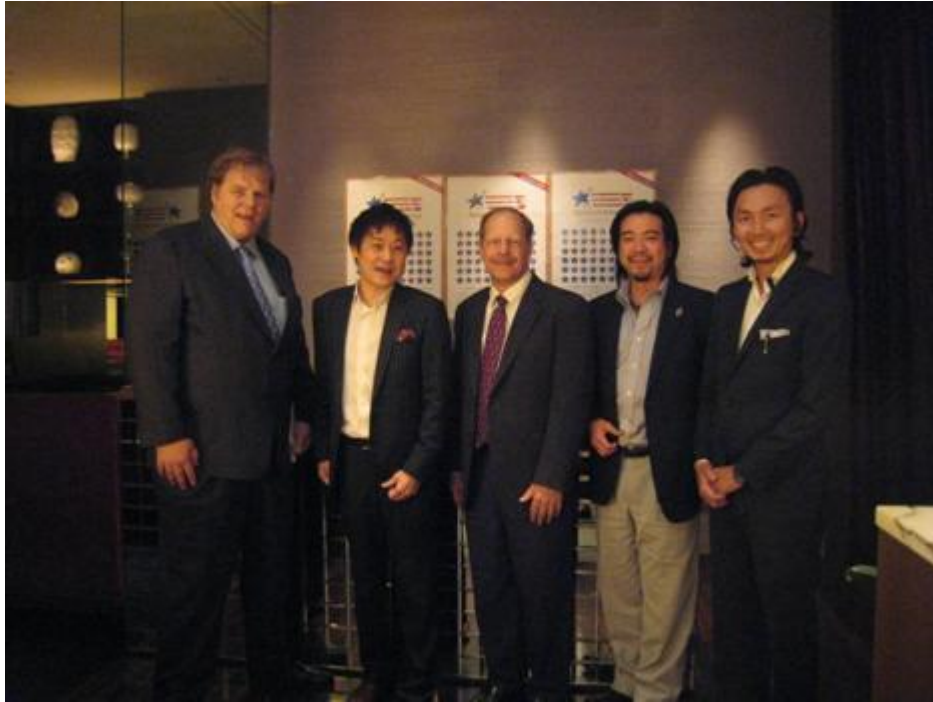


When we visited the restaurant we were pleasantly greeted by our own Taste of America posters (see below photo). Also, in the waiting area we saw the brochures.

Mr. Umeno was delighted to be working with ATO Japan and noted that the website we created was also an added value.

So, advertisement and marketing of Taste of America included a good mix of POP material, a website (see diagrams below) that included all the restaurants and a photo of their Taste of America dish. Also, discussed later is the cable TV program that aired a 3-minute commercial 22 times which reached well over 580,000 households in Japan.

At Joe's Shanghai Ginza with CAEC Fred Klose and Mr. Takanori Umeno CEO



Advertisement

In order for customers to identify a Taste of America restaurant, we produced POP materials such as posters, table tents, brochures, and a website.



Logo



Table tent



Logo with dates

Taste of America Poster



Baker Bounce CEO Takahiro Watanabe (center right), CAEC Fred Klose (center left), ATO Director Steve Shnitzler (left), ATO Senior Tommy Aoki (right)

Media

ATO Japan continuously develops partnerships for strategic purposes to market and promote U.S. agriculture. One of which is television. Recently, one cable TV station, called AXN Japan Inc., approached the ATO. AXN is an entertainment channel, which is managed by Sony Pictures Entertainment in over 63 countries. Their programs are broadcast in both English and Japanese. The programs they import to Japan exclusively are surely familiar as you can see here.

AXN is an American TV Series Channel which is currently a popular genre in Japan.



AXN is broadcasting to 7.17 million households across Japan through various platforms. (As of January 2011)



AXN Japan saw an opportunity to introduce itself to the cooperator community and U.S. product importers to forge future tie-ups. AXN produced a 3 minute infomercial that was filmed at one of the participating restaurants called JS Burger.

The infomercial was aired 22 times between September 25 and October 8. Average rating was slightly higher than AXN's average overall rating, which was a good indication that potential customers saw the infomercial.

Japan has huge amounts of media when it comes to food. Many culinary magazines cover food cultures as well. One such magazine is called Ryori Tsushin: The Cuisine Magazine. ATO Japan worked with them to provide them access to airline tickets and hotel accommodations through the good offices of the Foreign Commercial Service. The magazine has 100 pages and of that 50 pages were dedicated to American food scene such as the concepts of cafés in New York and San Francisco. This magazine prints 68,000 per copy. Ryori Tsushin laid out the Taste of America logo and advertisement in their September issue, which was perfect timing for our October event.

Media Event

A notice to the media was released to invite the media to a talk show event scheduled to take place on September 21 at the Ambassador's residence. A chef speaker and the editor of Ryori Tsushin were the centerpiece. A menu to demonstrate American cuisine was developed. The problem though was uncontrollable wind and heavy rains. The biggest typhoon in 60 years hit hard and the Media event was cancelled.

Website

The website created for the event included all the restaurants, chef or owner, photo of the American menu or dish, a short story of the participating restaurant's reason to participate, and access information. Photos of the menu or dish were all photographed by Office K2M and interviews were also conducted.



Taste of America

テイスト オブ アメリカ 2011

10.03 (Mon) ~ 16 (Sun)

RESERVED

Data
 AMERICAN TOYO
 American Travel Agency

食べることで元気になろう！

期間中の都内の54店舗のレストラン、カフェにて、アメリカの野菜をはじめとした輸入食材を使った料理やドリンクを楽しめます。この機会に、ダイナミックでバリエーションの豊かなアメリカ料理を楽しみましょう！期間中TOAメニューを注文したお客様には、もちろん抽選で美味しいプレゼントも！

MINATO-KU
港区

CHIYODA-KU
千代田区

SHIBUYA-KU
渋谷区

CHUO-KU
中央区

OTHERS
その他

area MINATO-KU

港区



Lawry's
The Prime Rib, Tokyo

店内に足を踏み入れると、そこはアメリカンアールデコ調で統一された、まるで映画のワンシーンのような空間が広がります。



ROTI
RECEIVED

Roti Roppongi ロティ 六本木

イアン・トーマーシェフによる本格グリル料理やロティサリーチキンとアメリカのワインとクラフトビールが楽しめます。



Doggie's Diner

ホットドッグの種類は、13種類。アメリカマニアが生んだ本格的な家庭料理が楽しめる店

Lessons Learned

1. Start the entire process earlier, at least six months ahead.
2. Work with organizations and companies that would be interested to promote Taste of America. For example, airline, restaurant website, newspaper, etc.
 - a. Although we negotiated with a travel agent we weren't able to convince them the benefits of sponsoring a free trip to the U.S.
3. The event time period of two weeks may have been too short. Participants suggest three weeks minimum to a month.
4. Persuade more restaurants to link their site to the Taste of America website.
5. POP materials were too wordy. Give more impact with design.

Successes

1. We identified more the 55 restaurants that wished to be a part of ATO Japan and participate in an American event.
2. ATO Japan developed new restaurant partners.
3. We were able to create a buzz about Taste of America through cable TV infomercials, website and through a culinary magazine.
4. Office K2M constructed a food & beverage list to provide restaurants, which is a tool now for ATO Japan.

5. Since many restaurants use domestic products, Taste of America stretched the usual purchasing area and created awareness of U.S. vegetables and specialty products.
6. From the survey that received 28 responses out of 55 restaurants.
 - a. 27 said they would participate again.
 - b. 16 printed their own special menus and POP material.
 - c. 15 uploaded information onto their own website.
 - d. 20 indicated that there wasn't any problem to find U.S. vegetables and products. 7 found it difficult.
 - e. 19 said they would continue to use U.S. ingredients.
 - f. 15-18 requested ATO Japan to provide seminars and tasting on U.S. ingredients and foods.
 - g. 11 expressed regret that the media event that all restaurants were invited was washed away by the typhoon because they looked forward to meeting other people from the restaurant industry.
7. Comments from participating restaurants
 - a. The menu we created didn't sell too well but we did get many requests to put it on our regular menu.
 - b. We weren't sure about the menu we created and we weren't confident to promote the event in our restaurant. We will be ready next though.
 - c. We hope this event will continue.
 - d. We would like to support and expand American cuisine and U.S. agricultural products in Japan.

Other

Article about Taste of America was uploaded to USDA blog.



[Taste of America Tantalizes Taste Buds in Japan](#)

Posted by [Katie Gorscak, Foreign Agricultural Service, Public Affairs](#), on October 27, 2011 at 2:34 PM



Doggy's Diner was a participating restaurant in the "Taste of America" promotion. Pictured here are Tommy Aoki, senior marketing specialist, Agricultural Trade Office; Fred Klose, executive director, California Ag Export Council; Koichi Yoshiike, owner, Doggy's Diner and a member of his staff.

Japanese customers savored restaurant dining created with quality American food ingredients as part of the first-ever "Taste of America" promotion hosted this month by the U.S. Agricultural Trade Office (ATO) in Tokyo.

The goal of the project gave restaurateurs an opportunity to express their zeal for American food and to increase the presence of U.S. products in the Japanese restaurant business. Fifty-five restaurants featured delectable dishes using U.S. food and ingredients, allowing restaurateurs and diners alike to appreciate the diversity of American food products. The participating restaurants were diverse, ranging from simple burger shops to fine dining establishments, and featuring not only American-style food, but Japanese, Chinese and Italian cuisine as well. The commonality was that all of the restaurants used American ingredients. Each restaurant used at least two U.S. vegetables and two other U.S. ingredients of food such as sausages and craft beer.

"Taste of America" was supported by several U.S. organizations including the California Ag Export Council, Western Growers Association, the U.S. Dairy Export Council, the Florida Department of Citrus, many of which are cooperating organizations of USDA's [Foreign Agricultural Service](#) (FAS).

The ATO worked with these organizations to help familiarize the restaurateurs with U.S. products available in Japan and to help them locate suppliers and ingredients. The ATO developed a food and ingredient list and shared them with the owners and chefs of the restaurants.

Japan remains a top export market for U.S. food and agricultural products. The United States is recognized for being a reliable supplier of high quality vegetables, fruits, dairy products, meats, and processed foods. U.S. agricultural exports to Japan are estimated at \$14 billion in fiscal year 2011.

USDA recently forecast fiscal year 2011 and 2012 exports will reach a record \$137 billion, \$22 billion higher than the previous record set in 2008 and \$28 billion above 2010. Strong agricultural exports contribute to the positive U.S. trade balance, create jobs, and boost economic growth.

Appendix 1





Taste of America
2011. 10. 1 MON. ~ 10. 16 SUN.

☆☆☆

アメリカ料理を食べて 元気になるう!

アメリカ料理には、カジュアルなハンバーガーから紳士的な、フュージョン料理など、ひとことで言い尽くせない様々な魅力が詰まっています。アメリカ料理の魅力をふれてほしい! そんな思いで、テイスト・オブ・アメリカ2011を開催します。参加店舗は、計15店舗のカフェやレストラン。それぞれの店舗にて、アメリカの食文化を使った特別メニューをご用意しています。特別メニューを召し上がっていただいたお客様の中から抽選で「アメリカフード・ボックス」が当たるという特典も! この期間中に、ぜひご家族やご友人と参加店舗へお出かけください。きっと、今まで以上にアメリカ料理の魅力を堪能できるはず! HOTな笑顔で皆さまのお越しをお待ちしております。





Taste of America
2011. 10. 1 MON. ~ 10. 16 SUN.

☆☆☆

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アメリカ料理とは？

What is American Food?

アメリカの食文化を象徴する3つのキーワード「自由(Freedom)」「歴史(History)」「多様性(Diversity)」から、過去と現在を繋げるアメリカ料理がよくわかります。ダイス・アップ・アメリカが2011の55都府県の多様性を通して、アメリカ料理の奥深さとを体験してください。

1 自由 Freedom

自由の国、アメリカ。それは若者でも、老人でも、黒人でも、多様な文化、多様な価値観があること、人々の自由がアメリカの食文化の基盤です。自由の国に多様な文化があること、アメリカ人の食文化は、移民と土着の文化の融合に基盤を築いています。新しい食文化の創造は、移民と土着の文化の融合によって行われます。新しい食文化の創造は、移民と土着の文化の融合によって行われます。



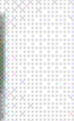
2 歴史 History

アメリカの食文化は、移民と土着の文化の融合によって行われます。新しい食文化の創造は、移民と土着の文化の融合によって行われます。新しい食文化の創造は、移民と土着の文化の融合によって行われます。



3 多様性 Diversity

アメリカの食文化は、移民と土着の文化の融合によって行われます。新しい食文化の創造は、移民と土着の文化の融合によって行われます。新しい食文化の創造は、移民と土着の文化の融合によって行われます。



アメリカの食の魅力が体験できる55店舗

都府県の「アメリカ人暮らし」という食文化を体験できる55店舗を、都府県ごとに紹介しています。

都府県	店舗名	住所	電話番号
北海道	Ameyoko	札幌市中央区南一条西五丁目1番1号	011-231-1111
青森県	Ameyoko	青森市中央一丁目1番1号	017-231-1111
岩手県	Ameyoko	盛岡市中央一丁目1番1号	019-231-1111
宮城県	Ameyoko	仙台市中央一丁目1番1号	022-231-1111
秋田県	Ameyoko	秋田市中央一丁目1番1号	018-231-1111
山形県	Ameyoko	山形市中央一丁目1番1号	023-231-1111
福島県	Ameyoko	福島市中央一丁目1番1号	024-231-1111
茨城県	Ameyoko	水戸市中央一丁目1番1号	028-231-1111
栃木県	Ameyoko	宇都宮市中央一丁目1番1号	028-231-1111
群馬県	Ameyoko	高崎市中央一丁目1番1号	027-231-1111
埼玉県	Ameyoko	さいたま市中央一丁目1番1号	048-231-1111
千葉県	Ameyoko	千葉市中央一丁目1番1号	043-231-1111
東京都	Ameyoko	東京都中央区	03-231-1111
神奈川県	Ameyoko	横浜市中区	045-231-1111
新潟県	Ameyoko	新潟市中央一丁目1番1号	025-231-1111
富山県	Ameyoko	富山市中央一丁目1番1号	076-231-1111
石川県	Ameyoko	金沢市中央一丁目1番1号	076-231-1111
福井県	Ameyoko	福井市中央一丁目1番1号	077-231-1111
山梨県	Ameyoko	山梨市中央一丁目1番1号	055-231-1111
長野県	Ameyoko	長野市中央一丁目1番1号	026-231-1111
岐阜県	Ameyoko	岐阜市中央一丁目1番1号	058-231-1111
静岡県	Ameyoko	静岡市中央一丁目1番1号	054-231-1111
愛知県	Ameyoko	名古屋市中央一丁目1番1号	052-231-1111
岐阜県	Ameyoko	岐阜市中央一丁目1番1号	058-231-1111
静岡県	Ameyoko	静岡市中央一丁目1番1号	054-231-1111
愛知県	Ameyoko	名古屋市中央一丁目1番1号	052-231-1111
三重県	Ameyoko	四日市市中央一丁目1番1号	059-231-1111
滋賀県	Ameyoko	彦根市中央一丁目1番1号	074-231-1111
京都府	Ameyoko	京都市中央一丁目1番1号	075-231-1111
大阪府	Ameyoko	大阪市中央一丁目1番1号	06-231-1111
兵庫県	Ameyoko	神戸市中央一丁目1番1号	078-231-1111
奈良県	Ameyoko	奈良市中央一丁目1番1号	074-231-1111
和歌山県	Ameyoko	和歌山市中央一丁目1番1号	073-231-1111
徳島県	Ameyoko	徳島市中央一丁目1番1号	087-231-1111
香川県	Ameyoko	高松市中央一丁目1番1号	087-231-1111
愛媛県	Ameyoko	松山市中央一丁目1番1号	089-231-1111
高知県	Ameyoko	高知市中央一丁目1番1号	098-231-1111
福岡県	Ameyoko	福岡市中央一丁目1番1号	092-231-1111
佐賀県	Ameyoko	佐賀市中央一丁目1番1号	092-231-1111
大分県	Ameyoko	大分市中央一丁目1番1号	097-231-1111
熊本県	Ameyoko	熊本市中央一丁目1番1号	096-231-1111
鹿児島県	Ameyoko	鹿児島市中央一丁目1番1号	099-231-1111
沖縄県	Ameyoko	那覇市中央一丁目1番1号	098-231-1111

