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Voluntary - Public

Date: 12/28/2018

GAIN Report Number: HK1841

Hong Kong

Post: Hong Kong

Great Sales of U.S. Foods and Beverages at HK Wine and Dine Festival

Report Categories:

Export Accomplishments - Events

Wine

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Report Highlights:

Six participants with nine booths at the U.S.A. Pavilion reported on-site sales and orders of over US\$85,000 and US\$30,000, respectively, at Hong Kong's Wine and Dine Festival 2018.

Activity Name: **Hong Kong Wine and Dine Festival**
Dates: October 25-28, 2018
Venue: Hong Kong Central Harbor Front

The United States was the 4th largest supplier of both wines and spirits to Hong Kong, with 2017 exports valued at \$78 million and \$5 million, respectively. Hong Kong is the United States 3rd largest wine export market by value. The United States was the largest supplier of consumer-oriented food products to Hong Kong, with 2017 exports valued at \$4.2 billion.

Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of more than seven million. Hong Kong is a regional trade and financial hub with an average per capita gross domestic product (GDP) of US\$46,200. With a dynamic food culture, sophisticated buyers, and a world-class logistical infrastructure, Hong Kong is a market to promote high-quality, innovative U.S. food and beverage products.

The Hong Kong Wine and Dine Festival is the largest outdoor wine and dine event for consumers in Hong Kong, not just the trade. Since its inception in 2009, the annual event has attracted more than 100,000 wine and food consumers each year, and in 2018, attendance reached a record of over 168,000.

Wine and Dine is an important opportunity to educate Hong Kong consumers about U.S. wine. Many Hong Kong consumers are interested in learning more about wine, but believe wine must come from Europe or Australia. Having a U.S.A. Pavilion is necessary to encourage consumers to try U.S. wine.

ATO Hong Kong organized the U.S.A. Pavilion at the event to support companies selling U.S. food and beverages, increasing their exposure to the unique Hong Kong food and beverage platform and leveraging their market opportunities.

The U.S.A. Pavilion was strategically located in the center of the venue with nine booths featuring American wines, spirits, and foods.

U.S.A. Pavilion participants reported on-site sales and orders of over US\$85,000 and US\$30,000, respectively.

ATO Hong Kong foresees opportunities in the Hong Kong Wine and Dine Festival and plans to support U.S.A. Pavilion participants in future iterations of the event, including the 2019 edition.

Photos during the event



Entrance



Visitors



Visitors



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



VIP Visit to USA Pavilion



VIP Visit to USA Pavilion



VIP Visit to USA Pavilion