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Global Agricultural Information Network

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The Grand Champion of “United Tastes of America” Went to Hong Kong

Report Categories:

CSSF Activity Report

Export Accomplishments - Events

Promotion Opportunities

Market Promotion/Competition

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Report Highlights:

Hong Kong Chef Team from the Derby Restaurant of the Hong Kong Jockey Club was crowned the Grand Champion at the final competition of the “United Tastes of America – Asian Chef Competition 2013”. At the competition, the Hong Kong Team made great use of a basket of quality U.S. ingredients to create the winning dishes. The team won a trip to attend the culinary conference -“Worlds of Flavor”- and to visit restaurants in the United States.

The final competition of “United Tastes of America – Asian Chef Competition 2013” took place on June 27, 2013 at the USA Pavilion of 2013 Taipei International Food Show. Regional champions from Shanghai, Tokyo, Hong Kong and Taipei competed for the honor of the Grand Champion of this Asia regional cooking challenge. The Derby Restaurant of the Hong Kong Jockey Club, and their participants Chef Eyck Zimmer and Chef Sing Lau, won the Grand Championship and the Best Appetizer.

The Hong Kong Team said they focused on the taste of the dishes, which they believed was the most important aspect of food. Judge Bill Sy said the presentation and taste made all the difference, and the Hong Kong Team made a mark on every dish.



Photo: Mr. Christopher J. Marut, Director of American Institute in Taiwan (right) presents the Grand Champion Award to the Hong Kong Team.

The Hong Kong Team’s winning Appetizer was made with Alaska Salmon, Alaska Pacific Cod, Sunkist Lemon, Wisconsin Ginseng Root, and California Iceberg Lettuce, etc., while the other dishes were adeptly executed with a combination of U.S. Beef, U.S. Pork, U.S. Game Hen, U.S. Golden Raisins, Idaho Dehydrated Mash Potato, U.S. Dried Cranberries, California Dried Figs, U.S. Parmesan cheese, California Mozzarella, California Walnuts, U.S. Fresh Blueberries, U.S. Sweet Rice, U.S. Medium Grain Rice, etc.



Photos:

Left - The Best Appetizer by the Hong Kong Team

Right - Main Course by the Hong Kong Team

To expand the impact of the “United Tastes of America – Asian Chef Challenge” to Hong Kong consumers, ATO Hong Kong is working with the Public Affairs Section of the U.S. Consulate General to create videos of the entire project to be shared to the public. The chefs were interviewed to share their experience at the competition and to tell audience about their dishes and the U.S. ingredients used.

Chef Zimmer and Chef Lau are not strangers to U.S. ingredients and have used U.S. food products such as chicken, beef, pork, blueberries, pears, apples, and almonds in their daily menus. In fact, the restaurant has featured U.S. pork on the menu previously and will continue to use different U.S. products. In addition, to share their success at “United Tastes of America” with their customers, the cake designed for the competition has been incorporated into the restaurant menu with slight adaptation. Customers can experience the wonderful tastes of U.S. foods created by the Grand Champion of the “United Tastes of America” at the Derby Restaurant of the Hong Kong Jockey Club.



Photo: Ms. Catherine Muller (left) of the U.S. Consulate General Hong Kong interviews Chef Zimmer (middle) and Chef Lau (right) at the Derby Restaurant.

To further introduce U.S. culinary and dining culture to Asia, part of the prize of winning the grand championship is a sponsored one-week trip to the United States. During the trip, the Hong Kong Team will attend a culinary conference, “Worlds of Flavor”, at the Culinary Institute of America in Napa Valley and visit restaurants in San Francisco. The trip will allow Chef Zimmer and Chef Lau to have a closer encounter with U.S. foods, and hopefully their experience will help to bring more tasty ideas from the United States to Hong Kong food lovers.