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Creation of “Enjoy BBQ! (Great American Barbeque)” Guidebook & Reprint Great American Regional Cuisine Guidebook II

Report Categories:

Agricultural Trade Office Activities

CSSF Activity Report

Market Development Reports

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Report Highlights:

ATO Japan created the “Enjoy BBQ!” concept and guidebook to raise awareness and acceptance of U.S. agricultural products utilizing U.S. style classic Barbeque images. BBQ is a popular outdoor activity in Japan. But, Japanese consumers view BBQ cooking very different from classic BBQ in the United States, and less knowledge of U.S. style slow cooking BBQ. “Enjoy BBQ!” is the concept ATO created for encouraging Japanese buyers to know essential link between classic BBQ cooking and U.S. agricultural products. The concept of “Enjoy BBQ!” and the guidebook are expected to promote

productive business meetings between U.S. food suppliers and Japanese buyers, with an informal atmosphere. The “Enjoy BBQ!” concept obviously enhances marketing opportunities of U.S. meats export to Japan which encouraged by the relaxation of the age threshold from cattle 20 months old or younger to less than 30 months of age, became effective on February 1, 2013. The concept and the guidebook were unveiled at the ATO Tokyo’s Great American Barbeque Trade Showcase, held in September 2013.

General Information:

ATO Tokyo created the high-quality Great American Barbecue (Enjoy BBQ!) brochure in-house from scratch. The Enjoy BBQ concept can include not only the above mentioned U.S. agricultural products but also all of high value added agricultural products, including condiments/sauce, bakery products and sweets.

The guidebook was handed out to all of buyers who visited the first ATO’s trade show, the Great American Barbecue Trade Showcase, which was held in Tokyo on September 26, 2013. The Most of quality buyers are busy and required to visit many food trade showcases. A new event needs a “hook” to attract attention. The U.S. style BBQ was one of most attractive concepts for this purpose and can cover all U.S. agricultural products.

(See additional details in GAIN Report # JA3516)

Enjoy BBQ! Guidebook (A4 size - 4 pages brochure)



Pages (above): back page (left) and front cover (right)



Page 2 (left) and 3 (right)

Translation:

Page 1 - The cover

Shows an example of relish barbecue in the United States using a photo amuses a family with barbecue.

Page 2 - History and Style of Barbecue in the United States

The origins of American barbecue date back to colonial times, with the first recorded mention in 1697 and George Washington mentioned attending a “barbecue” (old spelling?) in Alexandria, VA in 1769. BBQ spread out in the United States with the pioneering history, and diversified home-grown BBQ depend on region.

To this day, the 14 States in Southern region have big influences to BBQ cooking especially in food service business. One example, the Southern States contain 70 of the Top 100 Popular BBQ Restaurants and most top barbecue restaurant outside the region have their roots there. On the other hand, beyond the Southern States, good classic BBQ restaurants are accessible to a much broader consumer in every city in the United States. This Guidebook introduces quintessence of classic BBQ in the United States.

Explain the difference between a typical Japanese barbecue and a classic U.S. BBQ. Show definitions of American style classic barbecue, steak and outdoor cooking
Steak – the word “steak” meaning grill thick quality cuts of meat, top half sections, such as tenderloin, sirloin and chuck eye roll, with simple seasoning. Because high quality U.S. meats are tender and flavorful, just grilling is best cooking method to enjoy steak. Steak includes a

mean of superior meat is served in the United States.

Recommendations with image photos:

U.S. Craft beer, wines, whiskey and cocktails are best much for BBQ. All 50 States produce both craft beers and wines. There are some of hard-to-find craft beers and wines though many of those are exported from the United States and are available to purchase in Japan.

U.S. whiskey, Bourbon whisky and Tennessee whiskey, are characterized its distinctive flavors. Mint Julep is well-known bourbon base cocktail originated for suit-and-tie horseracing events in Kentucky. Meanwhile, new-comer U.S. distillers produce whiskey, vodka and rum in a whole new feel, targeting young generation while offering modern shape bottles and new cocktails. Soft drinks, those are called refreshments, are also important for American Barbeque.

Page 3 – How to BBQ

How to select meat cuts for BBQ, and how to slow-cook and smoke those BBQ cuts, mentioning tips of BBQ and outdoor cookware.

BBQ – Select tougher and cheaper cuts of meat such as brisket, flank and/or bottom sirloin. Slow-cook roasts the meat over indirect flame in fire pits or BBQ kettles. This slow-cooking, over smoke, is kept certain temperatures at between 120 and 180 degrees F (49 and 82 degrees C) or at higher temperatures in order to cook the meat tender. It usually takes from an hour to one over night to complete cooking. Roast the meat to a beautiful brown on surface and produce juicy inside of the meat. Smokes give essential flavors depend on which BBQ wood/charcoal was selected. Hard woods have stronger scents and are used for beef and pork. Maple, alder and fruit woods give milder and sweeter tastes and are used for chicken, turkey and seafood. Selection of a BBQ kettle with a lid is also important for keeping smoke and temperature right.

Type of BBQ seasoning - Wet and Dry Rub

Typical ingredients for BBQ sauces – tomato, vinegar, mustard and other

Regional styles - While the wide variety of barbecue style makes it difficult to break barbecue styles down into regions, there are several major styles commonly referenced by meat and sauce. Major regional style – Carolinas and Tennessee rely on pork and use vinegar based BBQ sauce. Texas and Kansas utilize beef as well as pork and prefer tomato and molasses. Pork is the most common meat used followed by beef and veal, often with chicken or turkey.

Recommendations with image photos:

Desserts – U.S. made sweets enhance for having good conversations during BBQ. Variety of high value desserts are imported from the United States such as fresh fruits – ex) papaya from Hawaii and table grape from California, dry fruits, milk products (made from rich milk) natural cheese, frozen cake and ice cream.

Whole foods – Side menus are essential for BBQ and complement nutrition intake to support

health during BBQ. U.S. potato products, bakery products, such as corn bread, and U.S. rice are imperative of any BBQ meal. One of U.S. grains, sorghums, can offer to reduce the risk of allergy and can be used for making pancakes, waffles and other bakeries. There are rich agricultural products in the United States create well-balanced meal.

Page 4 – American Food Products are perfect for BBQ

The United States has rich and diversified agricultural products optimized for BBQ. It looks a burdensome chore to do BBQ though it can be simple if you utilize U.S. products. U.S. beef and pork are exported by cuts/sections convenient for BBA and are grown in spacious fields and hygienic conditions that can provide safety and tasty meats. U.S. chicken, turkey and lamb are also popular for main food and/or ideal for side menus. Alaskan salmon, crab and Maine lobster are exported to Japan under strict catching quota to retain resource and environment. Please try U.S. style classic BBQ with U.S. agricultural products.

Regional Style:

- The core region for barbecue is the southeastern region of the United States that have well-known variety of BBQ sauces made from vinegar, tomato and mustard. Numbers of BBQ sauce recipes are countless. Each family has their own recipes.
- Texas prides a size of steak, one pound (450 g) at least or a whole cattle occasionally, known as cowboy style.
- Kalua is a traditional Hawaiian BBQ, to cook a whole hog in an underground oven with burned rocks and banana leaves. This BBQ pork became a main tourist attraction, a traditional festive events Luau, in Hawaii.
- In addition to traditional American style BBQ sauces, Japanese soy sauce and wasabi/horse radish have diversified variety of sauces, and are used for BBQ sauces in the United States. Some of them are exported and are available to purchase in Japan.

Contact details:

IV. Follow-up Evaluation

The guidebook was distributed at the Great American Barbecue Trade Showcase in September 2013, was well-received at the showcase, and bolstered the image of relationships between BBQ images and U.S. agricultural products.

(Details see GAIN report #JA3516)

To complement American cuisine oriented trade showcases, ATO Japan also reprinted Great American Regional Cuisine Guidebook II which forms a principal pillar of cuisine oriented promotion to up-grade American food and American Regional Cuisine images in the market.

(Details see GAIN report #JA4540)

V. Cost/Revenue

Due to internal manufacturing done by ATO Tokyo, the creation of Great American BBQ! Guidebook cost only about \$2,900, which was paid out of the Post's CSSF budget. This included creation of artwork, image photos and printing.

Separately from the BBQ guidebook, reprint of Great American Regional Cuisine Guidebook II cost about \$2,800, was also paid out of the Post's CSSF budget. This includes updating contents, modify artworks and printing.