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Date: 12/16/2013

GAIN Report Number: HK1354

Hong Kong

Post: Hong Kong

Macau Food Traders Enjoyed the Great American Barbecue 2013

Report Categories:

Agricultural Trade Office Activities

Export Accomplishments - Events

CSSF Activity Report

Livestock and Products

Poultry and Products

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Report Highlights:

The second Macau Great American Barbecue with the theme “Nebraska in Macau” was successfully held on December 10, 2013 attracted around 150 guests from the food & beverage industry in Macau. The event featured U.S. beef and a variety of other U.S. foods and beverages. While ATO Hong Kong was a sponsor, the event was supported by around 30 food brands and entities including U.S. Cooperators, restaurants, importers, and non-profit organizations. The event aims to promote U.S. foods to traders and ultimately achieve U.S. agricultural export growth.

General Information:

The event is a Macau version of the annual Great American Texas Barbecue in Hong Kong, and it is now the second year of the event. Similar to the Barbecue in Hong Kong, it is an evening of celebration of U.S. foods and beverages in the festive atmosphere of friendship and family embodied by an American barbecue. The event targets to advertise the variety and quality of U.S. foods and beverages to local traders and ultimately achieve continual growth of U.S. agricultural exports. Macau's top food and beverage people and VIPs are invited, and they will be given a cowboy hat and bandana to engage in the American spirit alongside fine goods and live music. The Barbecue features prestigious restaurant groups to manage cooking booths with a view to showcasing the versatility of U.S. foodstuffs from beef to wine to fresh produce.

The 2013 Macau Great American Barbecue was named "Nebraska in Macau" in recognizing support from Nebraska Beef Council, and it was successfully held on December 10, 2013 at the pool side of Hard Rock Hotel Macau. The evening event hosted an audience of over 150. A total of 10 food and beverage stations were serving gourmet American dishes. There was a variety of U.S. ingredients used including beef, pork, lamb, chicken, oysters, lemons, wines, and vegetables etc. While ATO Hong Kong was a sponsor of the Barbecue, around 30 food brands and entities including U.S. Cooperators, restaurants, importers, and non-profit organizations participated in the event contributing to the great success.

