

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary . Public

**Date:** 12/29/2017

**GAIN Report Number:** HK1753

## **Hong Kong**

**Post:** Hong Kong

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

**Report Categories:**

Export Accomplishments - Events

**Approved By:**

Alicia Hernandez

**Prepared By:**

Chris Li

**Report Highlights:**

Hong Kong's Wine and Dine Festival 2017 featured more than 400 wine and food booths from over 20 countries and regions as well as a large assortment of cuisines. The U.S. Pavilion featured 13 participants with 15 booths who reported on-site sales and orders of over US\$97,800 and US\$37,800 respectively.

Activity Name: Hong Kong Wine and Dine Festival  
Dates: October 26-29, 2017  
Venue: Hong Kong Central Harbor Front

The United States was the 4<sup>th</sup> largest supplier of both wines and spirits to Hong Kong, with 2016 exports valued at \$60 million and \$9 million, respectively. The United States was also the largest supplier of consumer-oriented food products to Hong Kong, with 2016 export valued at \$3.9 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\$58,400, slightly more than the United States. 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. Since its inception in 2009, the annual event attracts more than 100,000 wine and food consumers each year, and in 2017, attendance reached over 140,000.

To support companies selling U.S. food and beverage, ATO Hong Kong again organized the U.S. Pavilion at the event to increase their exposure to the unique Hong Kong food and beverage platform and leverage their market opportunities.

The U.S. Pavilion was strategically located next to the main entrance with 15 booths featuring American wines, spirits and foods. Pavilion booth participation increased by 25 percent in 2017, the Pavilion design was expanded to incorporate an aisle configuration, resembling a pedestrian street, with a clearly visible arch that was eye-catching and attracted visitors. It was estimated that more than 126,000 visitors (90 percent of all visitors) had visited the U.S. Pavilion to enjoy high-quality quality American wines, spirits and foods. U.S. Pavilion participants reported on-site sales and orders of over US\$97,800 and US\$37,800 respectively, an increase of 29 percent and 89 percent respectively over 2016.

ATO Hong Kong foresees opportunities in the Hong Kong Wine and Dine Festival and will support U.S. Pavilion participants in future iterations of the event, including the October 25-28, 2018 edition.

## **Photos during the event**



Overview of Event



U.S. Pavilion Entrance



U.S. Pavilion



U.S. Pavilion  
Opening Ceremony



U.S. Pavilion  
Opening Ceremony



Consul General Kurt Tong  
Visited the U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion