

PROMOTION

2013 TAIWAN MENU PROMOTION

Saturday, Apr 20 - Monday, May 20, 2013

Registration: Sunday, Jan 20 - Saturday, Feb 23, 2013

Taipei, Taiwan | Taiwan

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **Taiwan Menu Promotion: Taipei, Taiwan - April and May 2013 Benefits of Participating:** - Have your products introduced to top chefs in Taiwan - Chefs will create product recipes featured in prestigious Taiwan restaurants WUSATA is pleased to announce an opportunity to feature your products in Taiwan restaurant menus. This unique opportunity will feature a Taiwanese chef training, with a U.S. chef. Premier chefs in Taiwan are eager to gather for this training. Your products will be incorporated into both American and Chinese style recipes, and featured on menus at the: **Grand Hyatt Taipei and the prestigious Grand Hi-Lai Hotel in Kaohsiung.** A U.S. chef will travel to Taiwan and train Taiwanese chefs on the proper use of your company's products. This activity is best suited for products that are already distributed in Taiwan. WUSATA will work with your in-market distributor to coordinate your company's inclusion in this promotion. You will be contacted by the Project Manager for your distributor's contact information. Please be prepared to provide samples for the chef to use in recipe development prior to the promotion. Your company also will be asked to provide product information for the chef's training. **This program is best suited for products that are already distributed in Taiwan. New to the market companies must be export ready.** If your product is already handled by a Taiwanese importer/distributor, that product can be included in the promotion. WUSATA will work with your distributor to coordinate its inclusion. If you have a new to market product, please contact Kim Peterson before submitting your registration to discuss your product's eligibility. Please be prepared to provide samples to the U.S. chef to use in recipe development prior to the promotion. You will be asked to provide product information for the chef training as well.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Food Service Products Ingredient Produce Seafood