



Products of the U.S.A.

Monthly Report

Trade Servicing

September 2022



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MONTHLY TRADE SERVICING REPORT
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Submitted by Lieu Marketing Associates Pte Ltd

(i) Executive Summary

From 5 to 8 September 2022, Food and Hotel Asia (FHA), Asia's largest International Food and Beverage (F&B) trade show was held in Singapore. F&B industry professionals from around the world met in person to conduct business. Many trade visitors from Singapore and the Southeast Asia region were present during the four-day trade show.

(ii) Market Intelligence Update

Burma:

In Burma, anti-Junta consumers boycotted food manufacturer Phaung Sein Food, following a boycott campaign led by anti-Junta activists. The use of social media platforms exacerbated the number of boycotters, which included both businesses and consumers. Businesses terminated their partnerships with Phaung Sein Food, condemning the brand. ([The Irrawaddy](#), 27 September 2022)

Indonesia:

Mazaraat Artisanal Cheese, based in Indonesia, manufactures cheeses without preservatives, additives, artificial flavoring, synthetic food coloring, and GMO ingredients. The milk used to produce the cheeses is sourced from local farms, where cows are naturally bred and grass-fed. Mazaraat currently produces 18 SKUs of fresh, aged, and creamy cheeses. Best sellers include cheeses like halloumi and Colby Jack. All SKUs of cheese have been halal-certified. Mazaraat currently distributes its cheeses to supermarkets like Grand Lucky and Growell. Its online retail platforms include organic health stores, its website, and social media platforms like WhatsApp and Instagram. Mazaraat intends to quadruple its daily cheese output after building a second cheese factory and will distribute its cheeses to more Asia Pacific markets by 2024. ([Food Navigator Asia](#), 7 September 2022)

The Food and Beverage (F&B) industry is set to grow by 7% in 2022, due to an increase in international tourist arrivals. Export volumes from Indonesia increased by 9% from 2021. Hence, raw ingredients are now crucial for new food product innovations and the development of processed food items, representing key opportunities for imported food products into Indonesia. ([Antara News](#), 7 September 2022)

Malaysia:

In Malaysia, the firm Jom Kopi has been delivering and serving coffee in mobile coffee trucks. In its menu, Jom Kopi sells both localized, traditional coffees and specialty coffees. It also sells caffeine-free beverages like the Three Layer Jelly Choco drink, a crowd favorite. Jom Kopi now has 14 mobile coffee trucks in Klang Valley. More mobile coffee trucks are set to open, including trucks outside Klang Valley. ([Vulcan Post](#), 27 September 2022)

Philippines:

By the end of 2022, due to a shortage in key commodities like rice, sugar, onions, and meats like pork and chicken, the Philippines may face a food crisis. To tackle the food crisis, the government intends to ramp up local rice and corn production instead of importing it. To maximize crop yields, the government is looking into investing in agricultural technology. ([One News Philippines](#), 8 September 2022)

Singapore:

To minimize food wastage, leftover food from high-end hotel buffets is packed into bento set boxes and can be sold to consumers for less than SGD 10. At present, about 40,000 users purchase gourmet buffet leftovers ranging from SGD 10 to \$12 using the Treatsure app. Treatsure partners with hotels with sustainability goals, like Grand Hyatt, Accor Group, Shangri-La Group, and Furama Group. ([Insider.com](#), 21 September 2022)

An increasing number of Singaporeans are adopting a vegan diet. Many are trying plant-based food items and reducing their meat consumption. A key reason behind the uptake of vegan diets is greater consumer awareness about how meat production and consumption lead to climate change issues and the animal cruelty involved in the meat, dairy, and seafood industries. More food establishments and supermarkets are selling plant-based foods, making vegan diets more accessible than before. ([Channel NewsAsia](#), 16 September 2022)

In Singapore, a newly opened food center and market located within Fernvale Community Club allows Singaporeans to purchase raw food ingredients that are used to whip up freshly prepared dishes or meals at various food stalls. The first of such a service here, Singaporeans can conveniently access a wide variety of food options at affordable prices. ([The Straits Times](#), 25 September 2022)

OnlyEg is Asia's very first plant-based egg substitute. Instead of eggs that come from chickens, the firm provides legumes-based alternatives for egg yolks and egg whites. Through extensive Research and Development (R&D) efforts, OnlyEg's eggs have a similar nutritional profile to whole chicken eggs and are cholesterol, hormone, and drug-free. These eggs can be cooked in various ways and can be incorporated into a myriad of dishes. At Food and Hotel Asia 2022 in Singapore, these plant-based eggs were used to make Tamagoyaki, Poke bowls, and plant-based egg fried rice. (floatfoods.com)

Hawker centers are aplenty in Singapore and are integral to the food culture here. Recently, the Singapore food center, Urban Hawker, opened in New York City! Located near Times Square, 11 Singapore vendors own stalls in this hawker center. This represents an exciting opportunity to promote Singaporean delicacies to the world. ([The Straits Times](#), 21 September 2022)

Thailand:

In Thailand, widespread diseases like the swine flu have disrupted supply chains and affected meat quality like pork. Hence, plant-based proteins are becoming more popular among consumers. One such firm is More Foods, which produces plant-based meat. Its bestseller, More Meat, is made from local split gill mushrooms that aim to imitate red meat. The firm currently distributes its products through offline and online channels, like supermarkets, hypermarkets, its website, Shopee, and social media platforms like Line, Facebook, and Instagram. With easier accessibility to plant-based meats at more affordable prices, they will likely become substitutable for meat products, even for those within the low and middle-income segments. ([Food Navigator Asia](#), 19 September 2022)

Vietnam:

The Vietnam culinary culture festival was held from 23 to 25 September 2022 in Quang Tri. The event promoted Vietnam's culture and Vietnamese cuisine. Renowned chefs showcased their culinary skills by cooking popular Vietnamese dishes and explaining the meaning behind each food and beverage item. ([Vietnam Plus](#), 5 September 2022)

(iii) Administrative Customs and Other Consideration Updates