PROMOTION

2022 KOREA RESTAURANT PROMOTION FEATURING WUSATA REGION PRODUCTS

Tuesday, Nov 1 - Wednesday, Nov 30, 2022
Registration: Friday, Sep 2 - Wednesday, Sep 21, 2022
Korea | Korea, Republic of | East Asia

https://www.wusata.org/e/VT9ZLEW

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, which is brought to you by the USDA's Foreign Agricultural Service:

2022 Korea Restaurant Promotion Featuring WUSATA Region Products

(3 restaurant locations in South Korea)

November, 2022

Have your product included in a month-long restaurant promotion in three restaurants in South Korea - in Seoul, Busan, and Goyang!

This promotion will get your product in the hands of a restaurant and resort chain in Korea to be used in menu development for a month-long promotion in three restaurant locations throughout the country. The promotion will be in partnership with two Michael's by Haevici restaurants, a New-American-style fine dining institution, and one restaurant at Hyundai Moto Studio. This a great opportunity for Western US products to be promoted to a potential food service customer and to consumers.

As part of this promotion, the special menus developed for all three restaurant locations using the selected Western US products will run November 2022 and will be promoted with media activities.

Please note that the restaurant hosting the promotion will select final products from those already available in the market to participate in the promotion. The menu items to be developed include: Pastas and Risottos, Sandwiches and Brunch Menus, Soup and Salad, Main Dishes (Meats and Proteins), Desserts, Non-Alcoholic Beverage Menus (fresh juice, ades), etc.

Benefits of Participation:

- Extra exposure for your products in Korea
- Recipe development with your product at a well-known restaurant and resort chain
- Increase awareness with consumers

Tentative Itinerary:

Sign up: mid-September
Final products selected: end of September
Menu Development: October
Promotion: November

Participation Fee: $50.00 per company

Registration Deadline: September 21st, 2022

PRODUCT DESCRIPTION

Products that are currently exported to, and available in, Korea in the following categories will be considered: Fresh/frozen/dried fruit, nuts, potatoes and other vegetables, cheeses, butter, beef, processed meat, seafood, ingredients (fresh fruit, frozen fruit, drink bases) for non-alcoholic beverages, etc.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient**

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373