

PROMOTION

2020 KOREA RESTAURANT PROMOTION FEATURING WUSATA REGION PRODUCTS

Sunday, Nov 15 - Tuesday, Dec 15, 2020

Registration: Tuesday, Aug 18 - Wednesday, Sep 9, 2020 | 12:00 PM

📍 Korea | East Asia

<https://www.wusata.org/e/PCJPABE>



EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

Korea Restaurant Promotion Featuring WUSATA Region Products ~ November 15 - December 15, 2020

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

This promotion will get your product in the hands of a growing restaurant chain in Korea and support them in increasing awareness of Western US foods and beverages among consumers.

The promotion will be at three Original Pancake House Korea restaurants in Seoul including Itaewon, Shinsa-dong and Dokok-dong (new store opening next month). With it's headquarters in Portland, Oregon, the Original Pancake House is a great fit for promoting Western US products.

As part of this promotion, special menus will be developed using the selected Western US products. Then the products will be showcased in the special menus items for the one-month promotion with market materials and media activities.

Please note that the restaurant hosting the promotion will select final products to participate in the promotion.

Benefits of Participation:

- Extra exposure for your products in Korea
- Recipe development with your product
- Work with a growing restaurant chain
- Increase awareness with consumers

Itinerary: Sign up in August, final products will be selected in early September, menu development in September, promotion kicks off in November and runs for 1 month.

****Only Foodservice products that are already selling in South Korea will qualify for this activity****

Registration Participation Fee: \$50 per company

REGISTRATION DEADLINE: September 9, 2020

PRODUCT DESCRIPTION

Products that are currently exported to Korea in the following categories will be considered:

Fresh fruit, frozen fruit, dried fruit, other processed fruit, nuts, potatoes, other vegetables, cheese, butter, beef, processed meat, beer, and other beverages.

INDUSTRY FOCUS

Food Service Products