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USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.09

Required Report - public distribution

**Date:** 10/15/2003

**GAIN Report Number:** PE3020

## Peru

## Promotion Opportunities

## Annual

## 2003

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U.S. Embassy

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**Report Highlights:**

FAS Lima reports on upcoming market promotion events focusing on U.S. wines, cheeses, beef and fruits.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
Lima [PE1]  
[PE]

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the active organizer."

## Section I. Trade Shows

### First Expo Pesca Show

Dates: November 20 - 22, 2003

Venue: Jockey Plaza Convention Center - Lima, Peru.

Contact information:

Company: Thais Corporation S.A.C.

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Website: [www.thaiscorp.com](http://www.thaiscorp.com)

According to the organizers, Expo Pesca is an international trade show specialized in fishing and fishing farming, seafood and fish farming food supplies, equipments and services. FAS Lima, in conjunction with the Foreign Commercial Service, will be present at Expo Pesca Show offering information on office services aimed at Peruvian importers of seafood and fish farming food, such as the U.S. Supplier List and Trade Leads.

U.S. exporters interested in sending brochures or catalogues, please contact FAS Lima.

## Section II. Other Promotional Activities

This year, post will be focusing its promotion activities on high valued products of beef, wine, cheese and fruits. Post will work with co-operators (U.S. Pear Bureau and USDEC) as they re-initiate activities in Peru. U.S. beef is popular in high-end restaurants, but recent SPS issues (Canadian outbreak of BSE) halted U.S. exports of beef for a short time. In order to let consumers know that U.S. beef is back on the market, Post looks towards working with high-end restaurants and chefs to promote U.S. beef.

### Wine Tasting and Reception

Wine imports to Peru principally come from Chile, Argentina and Spain. U.S. wine consumption is very low, due to its high prices compared with its competitors. However, there is a niche market in Lima of wine consumers that appreciate wine quality and can afford higher prices.

Post plans to promote wines in combination with promotion of U.S. beef and cheese.

Post is working to organize a U.S. wine tasting activity in the spring of 2004 at the Agricultural Attaché's residence. Following the wine tasting, there would be a table display of U.S. cheeses during the reception.

This activity is targeted principally to the high-end HRI sector, wine importers / distributors and supermarkets.

Post will work closely with the California Wine Institute to invite a U.S. wine expert to present U.S. wines quality and variety and lead the tasting.

U.S. exporters interested in sending either wine or cheese samples, or for further information regarding this event, should contact FAS Lima.

### **Restaurant Promotion of Beef and Wine**

Post is working with a high-end steak restaurant in Lima in organizing a beef and wine menu promotion. The restaurant is willing to promote U.S. product on its menu and bring down a chef from New York for the promotion.

Post will work closely with the California Wine Institute and with Meat Export Federation. U.S. exporters interested in sending either wine or cheese samples, or for further information regarding this event, should contact FAS Lima.

### **In store promotion**

Post is working with the Foreign Commercial Service for this event to be held on the first week of July 2004 in a major supermarket chain. This promotion will be called the "U.S. week" and will target the high-end consumers. The purpose of the event is to imbed U.S. food product quality and variety in the consumer's mind by proper identification of the products and food tasting.

FAS Lima will work with local importers/distributors and will encourage consumer's purchases by raffling U.S. products according to availability.