



PRESS RELEASE

Indonesian Trade Promotion Center
670 N. Clark St. Chicago, IL 60654
U.S.A

Tel: +1 312 640 2463, Fax: +1 312 640 2648
www.itpcchicago.com



Indonesian Food and Beverage Products Enter the U.S Market

New York, 30 March 2014 – Food and Beverage products from Small and Medium Enterprises (SMEs) in Indonesia have entered the market in the East Coast of United States (U.S.), including New York. The products have increasingly attracted the attention of many U.S. consumers with products such as: chili sauce, soy sauce, spices single (vanilla, cinnamon, beef stew), and blended spices (curry seasoning, fried rice seasoning, seasoning pecel). This was disclosed by the Deputy Minister of Trade Krisnamurthi during a working visit to New York, USA, on 29 to 31 March 2014.

“Indonesian processed foods have been seen in the U.S market as a ‘Specialty Food’ which they are interested in due to certain characteristics such as originality, ethnic or cultural background, processing methods, as well as its exclusive nature,” said the Deputy Trade Minister.

According to the Deputy Trade Minister, the specialty food market in the U.S totaled approximately \$90 billion USD. Within the market, the products of Indonesia include subcategories such as snacks, beverages, sauces, condiments, pickles, and processed fruits and vegetables.

Currently in the US, the Deputy Trade Minister said that there is a great consumer interest devoted to food and ingredients from the Mediterranean and Asia, especially from countries such as India, Thailand, and Vietnam. However, foods from Korea, Indonesia, and Turkey are now also being sought after. “The food retailers in New York in 2013 mentioned that Indonesia is a ‘trending country for specialty food’,” he added.

One of the reasons consumers look for Indonesian food and beverage products is due to Indonesia’s exotic flavors. “The materials that are expected to increase in demand include coffee, cocoa, refined oil, spices, and organic rice,” said the Deputy Trade Minister.

Indonesia’s processed food exports to the U.S have reached \$ 75 million USD and about 40% is exported by Small and Medium Enterprises (SMEs). Exports have a potential to increase to \$ 125 million USD in the next 2-3 years, with SMEs playing an important role. “The key point is the degree to which Indonesian producers respond to maintaining supply from increased demand,” said the Deputy Trade Minister.

In this working visit, the Deputy Trade Minister conducted a series of dialogues with several food and beverage retailers, including those that belonged to Indonesian citizens living in New York City.

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For further information please contact:

Ani Mulyati

Public Relations

Kementerian Perdagangan

Telp/Fax: 021-3860371/021-3508711

Email: pusathumas@kemendag.go.id

Pradnyawati

Direktur Pengembangan Promosi dan Citra

Ditjen Pengembangan Ekspor Nasional

Kementerian Perdagangan

Telp/Fax: 021-23528644/021-23528654

Email: pradnyawati@kemendag.go.id