



PRESS RELEASE

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Indonesia Showcases Innovative and Quality Food Products at the Summer Fancy Food Show 2014

Washington D.C., 29 June 2014 – Indonesia is proud to participate once again in the Summer Fancy Food Show, that is held on 29 June-1 July 2014 at the Jacob K. Javits Convention Center, New York, United States. In this exhibition Indonesia presents the eight best Indonesian food companies at the Indonesian Pavilion. The food companies are classified into large companies, such as PT. Dua Kelinci, PT. Garuda Food, PT. Rolas Nusantara Mandiri, and Wings Corp., as well as medium and small companies, such as Javara, Java Peppers, Henny's Kitchen, and Kopi-Kopi.

"This is an ideal combination because the Indonesian Pavilion can accommodate the US market demand for large supermarkets and retail, as well as for the boutiques, restaurants and small supermarket chains in the US. Based on experience from the previous holdings of the Fancy Food Show, not only large companies, but also newly developed companies receive a warm welcome in this exhibition because distributors and retailers from the US and other countries are intensively searching for new and innovative quality products," said the Indonesian Trade Attaché in Washington DC, Ni Made Ayu Marthini.

According to Made Marthini, the Indonesian Pavilion will also feature various food products, ranging from nuts, packaged cookies such as wafers and biscuits, coffee, tea, instant noodles, preserved fruits and vegetables, sambals, soy sauces, and seasonings. These products have met US standards and can be found in some Asian retail stores throughout the US. Participation in this exhibition is expected to expand the market of such products; hence, more Indonesian products can reach US retail stores, restaurants, and also consumers.

"As a meeting place for exporters and importers of food and beverage products, the Summer Fancy Food Show 2014 is expected to further encourage the export of Indonesian food and beverage products to the US," said Made Marthini. According to data from the US Department of Commerce processed by the Trade Attaché office, food and beverage exports from Indonesia to the US last year, which include coffee, tea, spices, processed foods, and beverages, reached USD 632 million. Opportunities for Indonesian products in the US market is still open, with a target of not only exclusive to American communities, but also to the immigrant population of Asian, Hispanic, and Dutch which have a similar palate to that of Indonesians.

The Summer Fancy Food Show exhibition is important for Indonesia to establish its product brands. Made explained that currently Indonesian products have become popular in the US. *"Sambals and kecap (soy sauce) are the two Indonesian products that are continuously gaining a place in the days of the US consumer. One Indonesian diaspora in Metro DC Area have just managed to get into the Whole Foods Market network in DC. Similarly, kecap manis (Indonesian sweet soy sauce) is beginning to be used widely among chefs and is not unlikely to become even*

more popular. Thus events such as the Fancy Food Show can establish this platform," said Made Marthini.

Apart from brands, the US consumer is also concerned about the current U.S. supply chain, health, and business ethics in food production. Organic products, non-Genetically Modified Organism (GMO), gluten-free, fair trade have become a reference for consumers, who in turn encourage buyers and importers to pay attention to these things. "Consumers are willing to buy at higher prices because of the 'good-feeling factor'," said Made.

Indonesia's participation in the Summer Fancy Food Show exhibition is collaboration between the Indonesian Trade Attaché Office at the Indonesian Embassy in Washington DC, the ITPC office in Chicago, the ITPC office in Los Angeles, and the Indonesian Consulate General in New York.

The Fancy Food Show in Brief

The Fancy Food Show is the largest exhibition for specialty food products in North America. This exhibition organized by the Specialty Food Association is conducted twice a year, namely in San Francisco during winter and New York during summer. More than 2,400 exhibitors from 80 countries participate in this exhibition showcasing more than 180,000 specialty food products. Visitors of each exhibition reach more than 40,000 people. The specialty food products showcased at the Summer Fancy Food Show are food and beverage products that demonstrate quality, innovation, style and specialness that can come from authenticity, ethnicity or cultural origin, raw material products, certain processing, special packaging, limited product quantity, or use of special distribution channels for sales. With these characteristics, specialty food products have a high value and selling price.

The Fancy Food Show also features the *Sofi Award*, the highest awards given once a year to the best products and companies creating innovative and creative food and beverage products. At the Fancy Food Show 2012 an organic rice product imported by Lotus Food of California from Central Java became a finalist for best product. Fruit crisps with the brand "Daniel", owned by an Indonesian diaspora from Boston, was also a Sofi Award winner from Central Java for innovative snacks.

Further information regarding the *Fancy Food Show* can be found at <http://www.specialtyfood.com/>

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