USDA Foreign Agricultural Service
GAIN Report
Global Agricultural Information Network

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Voluntary _ Public

Date: 9/19/2017
GAIN Report Number: GM17040

Germany

Post: Berlin

American Food Ingredients are Cool in Berlin

Report Categories:
Export Accomplishments - Marketing, Trade Events and Shows
Market Promotion/Competition
CSSF Activity Evaluation
CSSF Activity Report
SP1 - Expand International Marketing Opportunities
Dried Fruit
Tree Nuts

Approved By:
Emily Scott
Prepared By:
Hanna Khan

Report Highlights:
FAS Berlin successfully hosted an ice cream-making contest with flavors featuring U.S. ingredients. The “Americanice” ice cream competition brought participating ice cream vendors to the German American Folk Festival where they presented and sold unique flavors featuring high quality American products. The public enjoyed new flavors while the vendors improved awareness of the U.S. high quality products available on the market and connected with those products’ distributors. The colorful event attracted significant attention on social media.

General Information:
FAS Berlin successfully hosted an ice cream-making contest with flavors featuring U.S. ingredients. The "Americanice" ice cream competition brought together ice cream makers who were challenged to create ice cream flavors featuring high-quality U.S. ingredients. The event was held in conjunction with the German American Folk Festival which took place over a three week period during July and August, 2017. Through the ice cream competition, festival visitors experienced new and delicious ice cream varieties prominently featuring U.S. ingredients. The vendors improved awareness of the U.S. high quality products available on the market and connected with those products' distributors.

Berlin was the ideal location to hold such a unique event. The city has always been a pioneer of new food trends in Germany and Europe. Also, Germans consume more ice cream than any of their European counterparts. A quick tour around the hip neighborhoods in Berlin will reveal a plethora of cool gelaterias, ice cream cafés, and desert bars. Through an ice cream competition, FAS Berlin wanted to highlight and promote the use of American ingredients amongst ice cream makers and the public.

Importantly, Germany is also the largest market for dried fruits and nuts in Europe and a very important destination for U.S. walnuts, prunes, and other products. In 2014, Germany imported 440,563 MT of nuts and peanuts worth USD 708 million. Imports from the United States amounted to 102,829 MT at a value of USD 2.8 billion. Given that these ingredients are used in various ice cream flavors, ice cream is an excellent marketing vehicle.

Description of the event:
The "Americanice" ice cream competition took place on August 12, 2017 at the German American Folk Festival. The German American Folk Festival aims to replicate a traditional American county fair taking place once a year in Berlin during a three-week period. Prior to the event, all six participating ice cream makers received high quality U.S. ingredients to create the flavors. They could utilize any of the following ingredients, provided by USDA cooperator groups:

- Dried U.S. cranberries
- California walnuts
- California dried prunes
- Sweet potatoes from North Carolina
- California pistachio paste/pistachio grains

Participating ice cream companies created some amazing, unique flavors with the provided ingredients, including the following flavors (amongst others):

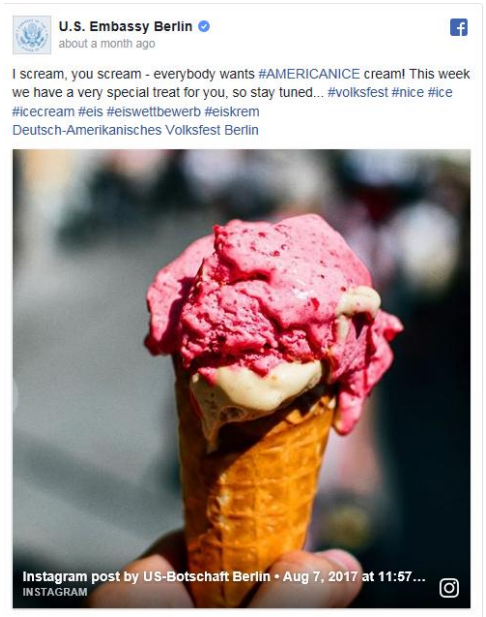
- Yam-Yam-Brownie (NC Sweet Potatoes - Tonka Brownie - California Walnuts)
- Mississippi Blues (California Pistachios - California Prunes - Chocolate Truffle)
- Piskachu (Pisco Soaked U.S. Cranberries - California Pistachio Paste)
- Picaron Kumar (NC Sweet Potatoes - California Prunes
- Sweet Potato Pie (N.C. Sweet Potatoes
- Caramelized Pistachio (California pistachio paste)

FAS Agricultural Counselor Kelly Stange welcomed participants and introduced Acting Deputy Chief of Mission Jeffrey Hovenier who gave some opening remarks, reminiscing of the U.S. county fairs where traditions include competitions of all kinds, including food competitions. A panel of five judges consisting of Mr. Hovenier, two food journalists, one blogger and one ice cream expert decided on the best flavor. The judges selected Sweet Potato Pie from Rosa Canina as the day's winner.

Outcomes:
Through the event itself as well as an expansive media outreach campaign, thousands of people were exposed to the event and use of American ingredients in Berlin ice cream. All participating ice cream companies were very satisfied with the quality of U.S. ingredients and would consider using them in the future. FAS Berlin will continue to serve as an intermediate between ice cream companies and sponsors of U.S. ingredients to facilitate the process and help establishing business relations. Four of the participating ice cream companies will keep at least one of the newly created flavors presented at the event in their ice cream portfolio.

Exceptional marketing and media outreach:
The event attained an unprecedented marketing and media outreach (see Attachment A for further links). Specifically, a press conference organized prior to the opening of the Folk Fest where Agricultural Counselor Kelly Stange held interviews with the private German radio chain Radio Teddy, the weekly magazine FORUM and the local TV channel, tv.Berlin. The U.S. Embassy in Berlin advertised the event on Facebook, Instagram and Twitter.

Full picture gallery: #AmericanIce Flickr Album



Additional press and media outreach includes the following:

- Interview **TV Berlin** with Agricultural Counselor Kelly Stange**:** **https://www.youtube.com/watch?v=64CgxrPDMZk#t=250**
- Article on Kelly Stange and Americanice in **weekly magazine Forum**: **https://magazin-forum.de/de/news/politik/hotdogs-westernmusik-und-fahrgesch%C3%A4fte**
- Homepage **German American Folk Festival**: **http://www.deutschamerikanischesvolksfest.de/americanice-day/**
- Event advertisement in **Le matin:** **http://lematin.de/tourismus/3652-56-deutsch-amerikanisches-volksfest**
- Overview social media event activities from **U.S. Embassy Berlin:** **https://storify.com/amslater/americanice**
- Event advertisement in **where Berlin magazine**: **(https://www.wheretraveler.com/):**

A/DCM Jeffrey Hovenier takes his job very seriously.

A/DCM Hovenier (forth to the left) and Kelly Stange (third to the right) congratulate the participants

Post contact information

If you have questions or comments regarding this report, or need assistance exporting to Germany, please contact the U.S. Foreign Agricultural Service Office in Berlin

Tel: (49) (30) 8305 – 1150
E-Mail: AgBerlin@fas.usda.gov
Homepage: www.fas-europe.org