

## USPB PROGRAM BROADENS U.S. DEHY USE IN KOREAN FOODSERVICE

For the past few years, the USPB's marketing program in Korea has focused on creating usage of U.S. dehydrated potatoes among a wider variety of foodservice operations — a strategy that aided U.S. exports in jumping 66% by volume and 51% by value last year. During MY14/15, U.S. dehy exports hit 4,447 metric tons valued at \$6 million.

To create new demand in the foodservice sector, the USPB has conducted trade outreach and education, consisting of trade show participation, dissemination of recipes, menu presentations and small group seminars. Culinary menu presentations turned out to be a key activity in elevating the image of U.S.

dehydrated potato products among professional chefs, by giving them firsthand experience with the product. As a direct result of USPB activities, 16 new menu items using U.S.



dehydrated potatoes were launched by the foodservice sector during MY14/15. These included the food court in the IKEA store, a Korean-cuisine fine dining restaurant, several Korean fusion cuisine restaurants, coffee shop dining, and a TV celebrity chef's bakery. Overall the new menu launches are expected to account for about 2 percent of incremental usage in the U.S. dehydrated potato market in Korea.

Another significant new user was gained during MY14/15 when the major food company Shinsegae launched five new bakery products using U.S. dehydrated potatoes in seven Menagerie stores and three new products in five Daloyau stores — prompting sales of 1 metric ton during the first month. These launches were a result of USPB's in-house recipe contest conducted with Shinsegae in MY13/14.

