

One-on-One Presentations Yield New Potato Launches in South Korea

The July 2016 launches of an instant mashed potato mix and a potato-encrusted gourmet hotdog by one of South Korea's largest food manufacturers is a direct result of a one-on-one menu presentation conducted with the company by Potatoes USA during the July 2015-June 2016 marketing year. CJ Foods developed and launched the mashed potato mix, which contains 82% U.S. dehydrated potato flakes, under its Baeksul brand name, a popular source for premixed items and basic sauces/seasonings. Meanwhile, its frozen hotdog, called Gourmet Hotdog Crispy, uses U.S. dehydrated potato flakes as a batter coating. The two products are available at online and off-line retail stores nationwide.

Both products were developed after consultations with Potatoes USA, which has been utilizing MAP funding to carry out one-on-one menu presentations to select companies to expand the use of U.S. dehydrated potatoes as an ingredient. These presentations address one of the major constraints limiting U.S. dehy potato sales, namely, that food manufacturers and others are largely unaware of the many uses to which these products can be put.

The positioning of U.S. dehydrated potatoes as a versatile ingredient for any use has proven to be key to generating new business and building long-term export sales. This new business also helps balance out the volatility of demand by the snack manufacturing sector, which has been the primary user in many markets in the past. By carefully targeting companies where a new launch can have a significant impact, Potatoes USA has been able to increase usage of U.S. dehy potatoes across a range of market sectors. For instance, CJ Foods is a subsidiary of CJ Group, Korea's leading entertainment and food conglomerate, which owns a variety of food, foodservice and home shopping companies not only in South Korea, but increasingly in other countries as well. By developing and maintaining a relationship with key partners at CJ Foods, Potatoes USA has ensured that U.S. potato products are carried and promoted in multiple distribution channels. Because the new products generated by one-on-one presentations typically integrate U.S. dehydrated potatoes into local tastes and trends, the appeal of the new launches – and U.S. potatoes -- is broadened.

As demonstrated by CJ's new launches, one-on-one menu presentations continue to be a proven strategy to spark new sales in Korea. During MY 15/16, for example, presentations with two major manufacturers sparked five new products. Also, other tactics utilized by Potatoes USA, such as MAP-funded seminars, presentations and trade servicing, have helped to chip away at the lack of awareness regarding the many potential applications of U.S. potato products. Besides CJ, three other companies that participated in Potatoes USA activities in the past couple years launched new products using U.S. dehydrated potatoes during the first quarter of MY 16/17. These include a Korean pancake mix developed by a major manufacturer and two snack items developed by two difference manufacturers, one a "Cheesestick with Cream Potato Flavor" and the other a baked cheese & potato dough snack called "Cheesene."

백설
cookit
 매시드 포테이토
 키트 MASHED POTATO

우유, 베이컨을 넣으면
 맛이 더 풍부해집니다.

160g 250 kcal
 매시드 포테이토 40g / 2%
 건조감자분 120g / 51.72% 함유

4인분

GOURMET
 고메 핫도그
 Hotdog Crispy
 특별한 미식의 경험
고메 핫도그 크리스피
 ENJOY GOURMET SNACK

180g 200 kcal

GOURMET
 고메 핫도그의
 3가지 비밀

1. 고메 핫도그를
 프라이팬에 굽는 것
2. 고메 핫도그를
 프라이팬에 굽는 것
3. 고메 핫도그를
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4. 고메 핫도그를
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