



"Summer Fancy Food Show" entrance (photography by JETRO)

28 Japanese companies exhibiting at the Japan Pavilion of the biggest food product exhibition on the East Coast in NY, U.S.A.

(U.S.A., Japan)

From New York

The food product exhibition priding itself as the largest on the American East Coast, "Summer Fancy Food Show 2022," was held in the city of New York (NY) from June 12-14. This exhibition is held every year in New York, an epicenter of information, and it is well-known in and out of the country. It was held for the first time in 3 years, as it had been cancelled in 2020 and 2021 due to the impact from the spread of infections of novel coronavirus.

Presenting the Japan Pavilion

At the "Japan Pavilion" established by JETRO at the venue, 28 Japanese companies and the Japan Food Product Overseas Promotion Center (JFOODO), which manages branding of Japanese-produced agricultural, forestry and fishery products and food products, exhibited a wide range of Japanese food products, including rice, rice flour products, Japanese tea, soy products such as miso and yuba, and also confections and fruits and vegetables, etc.



Japan Pavilion (photography by JETRO)



Scene of visitors to the Japan Pavilion (photography by JETRO)

Many food industry-related people from import companies, wholesalers, retailers and restaurants, etc., including American ones in the local area, visited the Japan Pavilion and circulated through each of the exhibit booths. When JETRO asked visitors to comment about Japanese-produced food ingredients and foods, views such as the following were given:

Japanese-produced food ingredients are healthy and taste good, and I use them both at home and at my restaurant.

Yuzu fruits are trendy this year. Japanese yuzu products are wonderful.

Even among Japanese-produced food ingredients, the rice is wonderful. It has a

stickiness to it and is totally different from American-produced rice.

Generations younger than the Millennial generation tend to not like meat very much. And because they don't like dishes that have whole fish in them, fish dishes that have been neatly prepared in advance, like Japanese sushi etc., might align with consumers' demand.

I'm interested in Japanese frozen foods like ramen and Chinese-style fried rice. If someone were to come up with flavors and packaging for Japanese food based on other countries' languages and cultures as well, then it would probably be accepted even more easily in the international market.

Japan Pavilion exhibitors said that they received a great response. Some exhibitors also exercised great ingenuity in their sales promotion methods, and the motivation of each participating company could be seen. Comments such as the following were expressed by exhibitors:

You can only go so far with sales that are aimed just at Japanese-managed retail stores and restaurants. Getting into American-managed retail stores isn't easy, but based on my experiences with this exhibition, I'd like to work on it long-term.

Offering a sample to visitors who purchased products on the spot using e-commerce (electronic commerce) led to additional purchases. Because a record of buying and selling is left for both parties, it also easily leads to business negotiations afterward as well.

I have things set up so that visitors follow me on the spot on social network service accounts and I'm able to continue with publicity activities.

I didn't think that they'd use the products in a suitable manner by just handing them pamphlets with recipes that use the products, so I made a video and received positive feedback.

Even among perishable foods, how to get American consumers to determine when to eat fruits and vegetables so that they're not eating them before they've ripened is an issue.

It is anticipated that through this exhibition, corporations that exhibited at the Japan Pavilion will be able to sell even more Japanese-produced food ingredients and Japanese foods in America.

(Takuya Okada)

JETRO New York

Rept4@jetro.go.jp