

2022

SHOWCASE REPORT

Come en
USA



WHO WE ARE



As a closing to the different actions carried out in order to promote and publicize products imported from the United States, the marketing program “Como en USA” held a meeting on July 22, 2022, at the official Residence of the Ambassador of the United States in Argentina to show the offer of products imported from the United States to the commercial chain interested in these products.

01



IMPORTS *INCREASED BY* 44.6% *in July*

compared to the same month of the previous year (2,638 million dollars), as a result of a 14.6% increase in quantities and an 26.4% increase in prices.

Despite Argentina's complicated economic context, the upward trend in imports created an environment conducive to stimulating trade relations.

A face-to-face meeting was much needed given the distance generated by the pandemic.

To this end, post convened representatives of the gastronomic sector to improve visibility in social networks.

WHAT WE DO

02

LIST OF FEATURED PRODUCTS

Lorann emulsions, maple syrup, almonds, Tabasco sauce – varieties, Wilton bakery supplies, Martins' potato bread - Heinz sauces – Beyond Meat products, M&M, Ronzoni pasta, Philadelphia cream cheese, Air Heads, del Monte products, Starbucks Coffee & cookies, Tepatio Sauces, Napa wines, Maruchan soups, almond paste. Campbells products, Ocean Spray, Snyder and Braggs products, among others

Importers were able to hold business meetings with wholesale food chains and supermarkets. This enabled them to expand their product sales quota to new customers, many of whom had been inaccessible to them until the showcase.

Most of the importers reported serious contacts with potential customers, but one importer of sauces and condiments managed to make an "on the spot" sale of products to a supermarket chain in the province of Buenos Aires. The first reported purchase was \$18,000 of Tapatio sauces (Vernon, CA).

REPORT RESUME

IN
NUMBERS

03

In terms of attendance,

376 PEOPLE

associated with the food industry

PARTICIPATED AS GUESTS.

8 *of the major supermarket chains*
WERE REPRESENTED.

6 *different chambers of*
HOTELS AND RESTAURANTS,

18 *internationally*
RENOWNED CHEFS

15 *influencers also*
ATTENDED,

which represented a great diffusion
in social media.

REPERCUSSION IN SOCIAL NETWORKS:

Reach
17,257

Profile Visits
1,628

Impressions
82,345

Posts/Stories
26 *feed postings,*
2 *reels and*
50 *stories*





IMPORTADOR
IFISA



IMPORTADOR
POSTA



IMPORTADOR
BAICOMEX



IMPORTADOR
PUTRUELLE



IMPORTADOR
SPRINKLES
& MORE



IMPORTADOR
DAVINCI

THE AMBASSADOR
MET ARGENTINE IMPORTERS





IMPORTADOR
PROMTEX



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STARBUCKS



IMPORTADOR
GOODIES



IMPORTADOR
WILTON

2022

SHOWCASE *REPORT*

