



30 January 2017

For Immediate Release

Contact: Beirut/Dubai: Betty Bedrossian, AMFI
E-mail: BettyB@amfime.com

USA: Leah Cochran Mulcahy, USAPEEC
E-mail: lmulcahy@usapeec.org

“Taste of the U.S.A.” Showcases American Cheese, Eggs, Meat, Poultry at Gulfood
Features Cheese Expert and Four Dubai Chefs

STONE MOUNTAIN, GA. – “Taste of the U.S.A.,” a culinary experience at Gulfood featuring U.S. cheese, meat, poultry and egg products, is increasing its footprint at the show with a larger booth, demonstration kitchen, and presenting prominent culinary personalities in the Dubai restaurant scene and one “Cheese Dude.”

“Taste of the U.S.A.” is a partnership of the USA Poultry & Egg Export Council (USAPEEC), American Egg Board (AEB), U.S. Dairy Export Council (USDEC) and U.S. Meat Export Federation (USMEF).

Gulfood will be held Feb. 26-March 2, at the Dubai World Trade Center. “Taste of the U.S.A.” culinary demonstrations will take place in Za’abeel Pavilion, Stand ZP-A98, across from Salon Culinaire, Sunday through Wednesday from 11:00 to 17:30.

“The Gulfood show has become one of the most important shows around the world for USAPEEC,” said USAPEEC President Jim Sumner. “The show serves as a platform to showcase U.S. poultry and egg products to the region while ‘Taste of the U.S.A.’ offers the opportunity to see the versatility and quality of our products, and partner with AEB, USDEC, and USMEF to create amazing culinary dishes.”

“AEB is thrilled to be able to participate and showcase our nutrition-packed, affordable and high quality eggs at this world-class venue with strong partner organizations, including USAPEEC. AEB is proactively supporting our egg producers in their quest to build demand and develop new markets outside U.S. borders--where great opportunities for growth exist. The Middle East is a key market for us, and our increased participation in Gulfood 2017 evidences our interest,” said Anne L. Alonzo, AEB’s president and CEO.

USAPEEC’s culinary demonstrations are funded in part by Indiana Soybean Alliance.

USAPEEC, AEB, and USMEF have tapped four well-known chefs in the Dubai culinary world – James Griffith, vice president of culinary for Emirates Flight Catering; Dwayne Krisko, executive chef at Dubai Deira Creek City Centre; Uwe Micheel, director of kitchens at the Radisson Blu Hotel Dubai Deira Creek; and Majed Al Sabagh, corporate chef at Sharjah Ladies Club.

“For U.S. red meat exporters, Gulfood has a well-established reputation as the premier marketing event in the Gulf Region,” said USMEF President and CEO Philip Seng. “But over the years Gulfood’s footprint has expanded considerably, and it’s also now a key venue for exporters looking to grow their business in emerging markets in Africa, Asia and Europe. USMEF looks forward to partnering with USAPEEC, AEB and USDEC again this year to create a strong presence for U.S. products at Gulfood 2017.”

-More -



USDEC is bringing back American cheese expert and consultant Mark Todd, better known as “The Cheese Dude.”

“USDEC is excited to continue again this year its partnership with USAPEEC, AEB and USMEF at the Salon Culinare. Cheese demand in the Middle East continues to grow and the U.S. cheese industry is eager to build deeper ties and meet chefs’ needs across the region” says Angélique Hollister, vice president of cheese marketing. “We’ll have some interesting tastings at the booth this year, so we hope a lot of chefs will stop by to discover U.S. cheese and see how it can enhance their culinary creations.”

About USAPEEC

Founded in 1984, the USA Poultry & Egg Export Council (USAPEEC) is a non-profit, industry-sponsored trade organization dedicated to increasing exports of U.S. poultry and egg food products in all foreign markets. USAPEEC's world headquarters is located in Stone Mountain, Georgia, near Atlanta. In addition, the council has offices in Hong Kong, Beijing, Singapore, Shanghai, Monterrey, and Mexico City, and retains consultants in Johannesburg, Moscow, Seoul, Tokyo, Europe, and the Middle East. For more information, please visit usapec.org or usapecme.com.

About AEB

Through AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion — all geared to drive demand for eggs and egg products. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. Visit www.AEB.org for more information.

About USDEC

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization working to enhance demand for U.S. dairy products and ingredients by securing access and assisting suppliers to meet market needs that facilitate sales. Activation occurs through research and collaboration with members, government, academia and numerous related organizations whose common goal is to ensure the health and vitality of the U.S. dairy industry. USDEC, together with its network of overseas offices, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients. For more information, please visit www.thinkUSAdairy.org

About USMEF

The U.S. Meat Export Federation (USMEF) is a nonprofit trade association working to create new opportunities and develop existing international markets for U.S. beef, pork, lamb and veal. Headquartered in Denver, USMEF has offices in Seoul, Tokyo, Beijing, Hong Kong, Shanghai, Singapore, Taipei, Moscow, St. Petersburg, Mexico City, Monterrey and Brussels. USMEF also has special market representatives covering China, the Middle East, Central and South America and the Caribbean. usmef.org

###

