

Promoting British food and drink in Guangzhou

“Food is GREAT” Video-filming and Networking Reception with GREAT Britain Campaign Ambassador Ken Hom OBE

October 23 2019, Guangzhou



Event Summary

The British Consulate-General in Guangzhou orchestrated two Food is GREAT activities around GREAT Britain Campaign Ambassador Ken Hom OBE in Guangzhou, and achieved the following deliverables.

- **The Food is GREAT social media video shooting**
 - o A [video](#) with Food is GREAT branding of live cooking demonstration of Ken Hom’s recipes: British Cheese Wonton Soup and Chilli Pork Spareribs, promoting quality British products including cheese and pork
- **The Food is GREAT reception at British Consul-General’s Residence**
 - o **Over 60 quality guests** including British food and drink companies, Chinese importers, five-star hotels, media and online influencers, investors;
 - o **10 British products** showcase: gin, whisky, sparkling wine, pork, brown crab, tea, ice-cream, cheese, crisps, oatcake;
 - o **Event livestreaming** by top food KOL in South China including interviews with Consul-General Jo Hawley and Ken Hom, received over **2.8 million** views;
 - o **A press notice** highlighting Ken Hom’s visit generated 9 pieces of original news stories and over 20 duplicates – all with positive sentiment around “building UK-China food links”, reaching an estimated audience of **4 million**.



Social Media

Before and during Ken Hom's visit to Guangzhou, a series of tweets have been posted on the Consulate's and Consul-General's Weibo (Chinese twitter equivalent). The No.1 food & drink online influencer in South China – Foodie Tata, was invited to live-stream the reception and reposted the cooking demonstration video on Weibo. In total, the postings have received over **20,000 views** and **100 interactions**. The livestreaming has been viewed by over **2.8 million**.



A **Food is GREAT Cookery Video** of Ken Hom cooking with CG Jo Hawley and the British Chef from the Rosewood Guangzhou Hotel, successfully promoted the use of quality British food ingredients in Chinese cuisine. The video has been launched on multiple Chinese social media platforms including Weibo, Wechat and Bilibili, the most influential video platform in China. The video was also reposted by top food KOL Tata. The video received **25,000 views** and over **170 interactions**.



Media coverage

Nine media outlets attended the reception, picking up the press notice on Ken Hom and British beef and generating **9 pieces of positive coverage**, reaching an estimated audience of **4 million**.

| Media Outlet | Title of published story & Link | Circulation /Reach |
|---------------------------------|--|--------------------|
| 中新社 China News Service | 英国牛肉今年底将回归中国餐桌 British beef to return onto Chinese dinner plates by year end | 1.1 million |
| 广东电视台新闻客户端 GDTV News App | 英国牛肉将回归中国餐桌，促中英美食文化交流及商机 British beef to return onto Chinese dinner plates soon, enhancing UK-China cultural and business exchange in food and drink sector | 500k |
| 南方日报 Southern Daily | 英国牛肉将回归中国餐桌，促中英美食文化交流及商机 British beef to return onto Chinese dinner plates soon, enhancing UK-China cultural and business exchange in food and drink sector | 500k |
| 一点资讯 Yidian News | 英国牛肉将回归中国餐桌，促中英美食文化交流及商机 British beef to return onto Chinese dinner plates soon, enhancing UK-China cultural and business exchange in food and drink sector | 400k |
| News Guangdong | British celebrity chef shares food culture of China and the UK in Guangzhou | 200k |
| 南风窗 South Reviews | 英国牛肉将回归中国餐桌，促中英美食文化交流及商机 British beef to return onto Chinese dinner plates soon, enhancing UK-China cultural and business exchange in food and drink sector | 200k |
| 深圳商报 Shenzhen Business Daily | 英国牛肉今年底将回归中国餐桌 British beef to return onto Chinese dinner plates by year end | 450k |
| 新现代画报 New Modern Magazine | To be published in late November edition | 300k |
| 优家画报 InStyle Magazine | Published in November edition (see coverage page below) | 830k |



英国牛肉今年底将回归中国餐桌

中新网广东 | 2019年10月24日 21:20

中新网广东新闻10月24日电(记者 郭军)英国驻广州总领事馆(John Hawley)23日在广州的一个美食交流活动中称,中国与英国于今年6月达成一项英国牛肉的解禁协议,并于10月18日得到了落实。到今年年底,英国牛肉将回归中国餐桌。

据介绍,目前第一批的四个英国牛肉出口厂已得到解禁确认,第一批出口牛肉将于未来几个月发货到中国。此前,中国已批准五家英国猪肉厂向中国出口肉制品。

由英国驻广州总领事馆以及英国国际贸易部共同主办的“珍馐美食在英国”(Food is GREAT)交流活动23日在广州举行,活动特别邀请到BBC名厨谭荣辉(Ken Hom OBE),与60余位食品与饮品行业人士、美食知名人士等嘉宾畅谈中英美食文化,推动中英食品贸易。

据悉,谭荣辉自上世纪80年代起在BBC美食节目上向海外观众介绍中国美食,成为英国的中餐符号人物。

目前,中国是英国第八大食品与饮料出口市场,去年中国消费者购买了价值超过6.1亿英镑的产品。据广东省进口食品协会介绍,中国进口食品行业迎来了前所未有的发展量级,广东无论在食品的进口量、进口食品的种类及总体进口额上都呈现上升的趋势。(完)

British celebrity chef shares food culture of China and Britain in Guangzhou

2019-October-23 Source: Newsgist.com

The Consulate General of the UK in Guangzhou in cooperation with the Department for International Trade held a food exchange activity themed "Food is GREAT" in Guangzhou on Oct 23.



Ken Hom (right) remarking the event (Photo provided to Newsgist.com)

Aiming to promote the food trade between China and Britain, the activity invited celebrity chef Ken Hom, and more than 60 food industry insiders, culinary experts and opinion leaders to share the food culture of China and Britain.

Since 1980s, Ken Hom has introduced Chinese cuisine to overseas audiences through his show on the BBC "Ken Hom's Chinese Cookery". He quickly became the symbol of Chinese food in Britain, and so was invited to be the ambassador of GREAT Britain Campaign by the British government in 2014. In order to establish relations between China and Britain, he created a British version with Chinese for food fans in South China. Ken's love of British food stems from its delicacy, the traceability and safety, all very important to consumers.

A great deal of delicious food and alcohol from all across Britain was on show, such as asparagus and whisky from Scotland, sparkling wine, tea, cheese and ice cream from England, seafood and pork from Northern Ireland.

Jo Hawley, Consul General of the UK in Guangzhou, said they are devoted to bringing more British food and wine into South China. According to her, China and Britain came to a deal on the import of British beef this June, which was recently implemented on October 18th, which means Chinese foodies can now have the chance to enjoy British beef. This agreement is expected to bring 230 billion pounds to British beef producers over the next five years.

Right now, China has become Britain's eighth largest food and beverage market. According to the Guangdong Imported Food Association, Guangdong is showing an increasing trend in both volume and variety of imported food consumed.

Food is GREAT

GREAT is a series of promotional activities initiated by the British government, aiming to share every aspect of British culture, commerce and trade. It is hoped that it can encourage people around the world to travel, study and carry out business in Britain. Food is GREAT, a part of GREAT, is an initiative of DEFRA and DTI, which support the import and export business.

英国牛肉将回归中国餐桌, 促中英美食文化交流及商机

一点新闻广东 | 2019.10.24

新闻图片

日前,由英国驻广州总领事馆以及英国国际贸易部共同主办的“珍馐美食在英国”(Food is GREAT)交流活动在广州举行,活动特别邀请到BBC名厨谭荣辉(Ken Hom OBE),与60余位食品与饮品行业人士、美食知名人士等嘉宾畅谈中英美食文化,推动中英食品贸易。



谭荣辉自上世纪80年代起在BBC美食节目上向海外观众介绍中国美食,成为英国的中餐符号人物。并于2014年受英国政府邀请担任“非凡英国”形象大使。此次,谭荣辉特别为中英美食交流推出“美食之旅”,以庆祝这次中英美食交流活动的举行。

谭荣辉表示:“我热爱推广英国食物,不仅因为美味,也因为食品的可追溯性和安全性。这对于今天的消费者来说,都是非常重要的。”

目前,中国是英国第八大食品与饮料出口市场,去年中国消费者购买了价值超过6.1亿英镑的产品。据广东省进口食品协会介绍,中国进口食品行业迎来了前所未有的发展量级,广东无论在食品的进口量、进口食品的种类及总体进口额上都呈现上升的趋势。



英国驻广州总领事馆(John Hawley)女士表示:“我们致力于推动更多的英国食品进入中国,我自己也希望为华南带来更多英国的美食。我很高兴了解到在华南越来越多的中国消费者喜欢享用英国食品。”

活动当天展示了来自英国各地的食品,包括苏格兰的威士忌和威士忌、英格兰的猪肉、羔羊以及冰淇淋,还有来自威尔士的香肠和香肠。活动希望通过这些食品来展示英国的风味,为餐饮人士及华南消费者带来不一样的味觉体验。

领事馆在活动上还分享了关于英国牛肉进口中国的新消息:中国与英国于今年6月达成一项英国牛肉的解禁协议,并于10月18日得到了落实。到今年年底,英国牛肉将回归中国餐桌,预计在未来五年,此举措将为英国牛肉生产带来价值2.3亿英镑的收入。