



**Background and Scope of Requirements for a
tasteU.S. Restaurant Menu Promotion
Target Period: May / June or end of September or early October 2017**

Purpose and Background of Project:

The objective of this menu promotion is to highlight U.S. fresh produce and food products to Canadians in a restaurant setting.

The Foreign Agricultural Service (FAS) of the United States Department of Agriculture in Canada aims to create awareness of U.S. origin food and beverage products and the value behind the product. We encourage interested parties to visit the Canadian website of **tasteU.S.** at www.tasteus.com and study those fresh commodities that will be in season that could be creatively incorporated into a menu offering to patrons.

FAS/Canada actively works with, and supports the marketing efforts of, 40 U.S. cooperator/commodity groups. We have listed the fruit and vegetable groups that are actively promoting their commodities in Canada. Please study the groups carefully and consult with your chefs and food service distributor those products that will be in season that could be featured on your current or on a special feature menu.

Products	Availability	Website
Commodities		
Almonds	All Year	almonds.com
		bluediamond.com
Apples	All Year (Vary by variety)	bestapples.com
		usaapples.com
Beer (Craft)	All Year	brewersassociation.org
Citrus (Orange, Grapefruit, and Lemon)	All Year (Vary by region and commodity)	sunkist.com
Coffee	All Year	hawaiicoffeeassoc.org



Figs (California)	May - November (Fresh) All Year (Dried)	californiafigs.com
Floriculture	All Year	hawaiisflowers.com
Gingseng	All Year	ginsengboard.com
Leafy Greens	All Year	wga.com
Medjool Dates	All Year	naturaldelights.com
Oranges, Grapefruit, OJ and Grapefruit Juice	OJ all year Grapefruit -November to February	floridacitrus.org
Organic Products	All Year (Selected commodities)	ota.com
Peach (Canned Cling Peach)	All Year	calclingpeach.ca
Peanuts & Peanut Butter	All Year	peanutbureau.ca
Papayas	Mid-April to June Mid-October to Mid-December	hawaiipapaya.com
Pears	All Year (Vary by region, variety and commodity)	calpear.com
		usapears.org
Pistachios	All Year	getcrackin.com
Dried Plums (Prunes)	All Year	cdpb.org
Rice	All Year	riceinfo.com
Stone Fruit (Apricots, Nectarines, Peaches)	July to September	wastatefruit.com
Sunflower Oil (Commercial Use)	All Year	sunflowernsa.com
Sweet Potatoes(Fresh & Processed)	All Year	americansweetpotato.org
Tomatoes	Mid-October to June	floridatomatoes.org



Vegetables (California broccoli, cauliflower, various types of lettuce, peppers, etc.)	Vary by commodity	caec.net
Watermelon	April to November	watermelon.org
Wine	All Year	calwine.ca
		newyorkwines.org
		oregonwine.org
		washingtonwine.org

Background:

The brand **tasteU.S.** was established in 2005 by the U.S. Food and Beverage Alliance in Canada. In 2012, FAS/Canada launched the website www.tasteus.ca to serve as a portal of information about the various U.S. groups and companies whose Canadian marketing activities we support.

The objective of **tasteU.S.** is to educate the public on the unique characteristics of the respective commodities that would be involved in this restaurant menu promotion. The aim is to build awareness of and confidence in U.S. foods. U.S. growers, producers and shippers help to provide Canadians with a range of food products throughout the year. Typically, we plan this programming earlier or later in the year so as to avoid the local season, particularly in July, August and early September.

The Vendor Requirements:

Under this contract, the vendor will execute the following tasks:

- Modify their current restaurant menu or develop a limited time offer menu that features selected U.S. fresh commodities.
- Work with their current food service supplier/distributor to ensure all products are of U.S. origin during the duration of the promotion.
- Publish or highlight **tasteU.S.** on the restaurant’s current menu / menu board making it recognizable to their patrons.
- Provide Menu promotion for a minimum of two to four weeks.
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- Train staff on unique characteristics of U.S. origin.
 - Promote and advertise the restaurant promotion through the company's various media channels, such as firm's website, Facebook, Twitter, and any other forms of traditional advertisements.
 - Provide updates to FAS/Canada coordinator throughout the programming.
 - Provide metrics as to the success of the promotion, increases of the usage of the selected U.S. commodities features, one week prior to the event with no promotion, during the promotion, and one week after the **tasteU.S.** Promotion.
 - Provide anecdotal feedback from patrons, servers, and restaurant management.
 - Provide an analysis of the promotion made through media channels, i.e., quantify social media reach and summarize feedback from customers posted online.
 - Identify possibly retention of the selected menu items and/or U.S. fresh commodity that will be used in the future after the promotion.
 - Provide photos in back of the house ensuring during the promotion the selected produce is of U.S. origin.

The vendor awarded this contract will be asked to work closely with FAS/Canada staff as this will lend support in identifying those commodities that will likely be readily available during the selected season of the promotion. FAS Canada will be able to provide educational material on the selected commodities.

The USDA- FAS has successfully executed a menu promotion in the last three years and looks forward to executing it's fourth menu promotion with a Canadian food service establishment. Preference will be given to those companies with experience in executing similar promotions and/or offering multiple units. References welcomed.

The appointed vendor will be required to provide a D-U-N-S number. This can be easily obtained by contacting 1 -866-705-5711 or linking on to <http://fedgov.dnb.com/webform>

For further questions, please feel free to contact Maria Arbulu at (416) 646-1656 or email at maria.arbulu@fas.usda.gov

Interested bidders should forward their proposals maria.arbulu@fas.usda.gov by the end of the day on Wednesday, March 22, 2017. In the subject header please write in **tasteU.S. Menu Promotion.**