

**Voluntary Report** – Voluntary - Public Distribution

**Date:** April 29, 2024

**Report Number:** TW2024-0020

**Report Name:** US Hoppy Duo IPA Outreach Brewing Partnership Success

**Country:** Taiwan

**Post:** Taipei ATO

**Report Category:** Export Accomplishments - Events, SP1 - Expand International Marketing Opportunities

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**Report Highlights:**

The U.S. Hoppy Duo IPA trade outreach event, featuring lead brewmasters from Sierra Nevada and Fremont breweries, achieved remarkable success in strengthening relations between the U.S. and Taiwan’s craft beer industries. At this event, approximately sixty professionals from Taiwan’s craft beer sector gained insights into IPA styles, brewing techniques, and the use of U.S. ingredients. Consequently, thirteen local breweries pledged to feature IPAs made with U.S. hops at an upcoming IPA festival organized by the ATO. This initiative not only highlighted U.S. innovation in the IPA sector but also laid the groundwork for future collaborations and potential malt sales, affirming the effectiveness of the ATO’s efforts in connecting the craft beer communities of the U.S. and Taiwan.

**Program Summary:**



*U.S. Hoppy Duo IPA Outreach delivered impact via the successful teamwork from FAS, industry associations (brewers), and the trade(importers).*

The ATO Taipei, in conjunction of Taiwan Brewer and Distiller Association, organized a U.S. Hoppy Duo India Pale Ale (IPA) trade outreach, setting the stage for a consumer-facing craft beer festival showcased by local brewers and importers of U.S. craft beer.

With the USDA FAS CSSF funding’s support, the ATO Taipei facilitated the travel and 6-day itinerary of two U.S. head brewmasters from Sierra Nevada and Fremont breweries and co-hosted a trade seminar highlighting IPA. This trade outreach, aimed at local craft brewers, broadened their understanding of various IPA styles and inspired product developments for the upcoming craft beer festival led by ATO Taipei in two months. Thirteen Taiwan breweries have signed up to participate, committed to featuring IPAs that utilize U.S. hops.

A cornerstone of the program was the seminar, which attracted approximately sixty of Taiwan's foremost craft beer industry’s professionals, importers of craft beer, and media/influencers. The seminar spanned the evolution of IPAs, supply chain intricacies, marketing strategies, and the application of premier U.S. brewing ingredients. Speakers included Steve Parr from the Brewers Association, Matt Lincecum of Fremont Brewing, James Conery of Sierra Nevada, and Michael Forncrook from Briess Malt Co.

Further enhancing the initiative, the ATO facilitated strategic visits for the U.S. brewers to six renowned breweries/distilleries within Taiwan. These interactions were instrumental in promoting distinctive U.S. brewing ingredients and techniques, such as innovative hop varieties and the biotransformation brewing process. Participating local breweries included Jim & Dad’s Brewing, Black Drongo, Kavalan Distillery, Taiwan Head Brewers Co., Ugly Half Brewing, and Taihu Brewing. The technical and cultural exchange deepened the trade relationship and opened opportunities for future U.S.-Taiwan brewing collaborations.



*U.S. Hoppy Duo IPA Delegation visited Taiwan Head Brewers Brewing Facility.*

### **Event Success:**

The event successfully engaged local brewers and importers, gaining media attention for the United States' role in IPA trendsetting and innovation. Highlights include an on-going collaboration beer between Fremont Brewery and a Taiwan brewery and potential malt sales. Motivated by the seminar, local brewers are keen on crafting innovative IPAs, with thirteen Taiwanese breweries committed to showcasing U.S. hops at an upcoming ATO-led IPA beer festival.

### ***Media Coverage:***

- Styletc: <https://www.styletc.com/article/326165>
- 097: <https://www.097.com.tw/article/2475>
- United Daily: <https://udn.com/news/story/7270/7797889>
- udn style: <https://style.udn.com/style/gallery/7797889/29076291>
- Wine & Spirits: <https://ch-9.net/article/NHKThhQeXZ?NHKThhQeXZ>
- TVBS: <https://news.tvbs.com.tw/life/2437713>

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**Attachments:**

No Attachments.