

There is growing interest from major Hotel and Restaurant Chains to include more Chilean products on their menus:

NORTH AMERICAN BUYERS AFFIRM: "CHILE IS THE STAR OF THE NEW WORLD"

- **A delegation of important buyers from major chain hotels and restaurants returned from a one-week visit to Chile with a very positive impression of the country and with certainty that Chile's products are of exceptional quality.**
- **The visit is part of the annual program "*Educational Trip to Chile*", organized by ProChile in association with Fred Tibbitts and Associates. The program allows visitors to directly experience the quality, value and variety of world class products available in Chile.**
- **As a direct result of last year's Educational Trip to Chile, Omni Hotels selected Chile to showcase the country's wine and food products over a three month special promotion entitled "*The Luscious Flavors Of Chile*". Today, Chilean wines and foods are on the menus of this prestigious hotel chain.**

A delegation of eleven high-level executives of major chains such as Ritz Carlton, Marriot, Le Meridian, Hyatt Hotels, Carlson Hotels, Neiman Marcus, Boykin Hospitality, The Melrose Hotel Company, Shaner Hotel Group and Phillips Seafood Restaurants traveled to Chile for a week-long program. Together, these delegates represent over 600 properties with annual purchases greater than USD\$1.0 Billion in food and beverages.



After visiting wineries and experiencing the quality of Chile's extra virgin olive oil, fresh fruits, seafood, and the variety of organic and specialty products, North American buyers of major hotel and restaurant chains of the United States expressed great interest in the business opportunities that the country offers.

Besides the quality of Chile's products, the executives were highly impressed with the country's hospitality, the wonders Chile's diverse landscape, the security of the country, and the significant progress made in areas such as organic production, which is increasingly demanded in Europe and United States. "The majority of us travel a lot; we are tremendously impressed by the growth of the country; we believed that Chile was a different thing but found a country with a surprising level of development" said the Director of Equipment & Beverage Specifications of Marriott International, Dan Hoffman.



For the Vice President of Corporate Food Services of Neiman Marcus, Kevin Garvin, the learning experience after being in Chile was of great value, opening the potential to develop interesting businesses opportunities in "a country with a high level of development and products of very good quality."

According to Fred Tibbitts, Vice President of Fred Tibbitts & Associates, each of the participants confirmed that Chile is a country that works, with an excellent variety of foods and beverages, an interesting supply of organic products, and professional and educated people. Mr. Tibbitts highlighted that he has had the fortune of visiting Chile five times and affirms that the country distinguishes itself as a "star in the new world."

For Erich Steinbock, Vice President of Food & Beverage of The Ritz-Carlton Hotel Company, an area of particular interest was the organic products found in Chile. "I was extremely pleased with the quality of the organic lamb and organic extra-virgin olive oil, products that fit extremely well the needs and requirements of our customers."



Juan Somavía, the Director of ProChile New York, the Trade Commission of Chile in New York City, escorted the delegation. Mr. Somavía summarized the delegates' impressions that "Chile is a country that works very well, with world-class infrastructure, high levels of technology and investment, excellent sanitary and phytosanitary conditions, and committed entrepreneurs that understand their businesses and the needs of world markets."

During their stay, the group visited wineries and olive oil producers and met with leaders of the agricultural industry on the Maipo, Colchagua, Cachapoal, Aconcagua and Casablanca valleys. Likewise, they participated in two "Flavors of Chile" tasting events, where they sampled food products with high potential for the North American market.

The visit organized and coordinated by ProChile, responds to the increasing interest in Chile and its products as a result of the existing Free Trade Agreement between Chile and the United States.

The previous ***“Educational Trip to Chile”*** is still producing results. Between December 1st 2004, and February 28, 2005, 117 wines from 33 wineries, smoked and fresh salmon, fresh fruit, organic herbal teas, Pisco and extra-virgin olive oil from Chile, are on the menus of 38 OMNI hotels across the U.S. and Canada, through the promotion ***“The Luscious Flavors of Chile at Omni Hotels.”*** In addition, other important hotels and restaurant chains that have been invited to Chile, such as Darden Restaurants, Hyatt Hotels, and Restaurant Associates are currently using a wide array of Chilean products.



This recent trade mission is part of the promotional program for Chile's food and beverage industry in the North American market, a sector identified as a priority and of high potential by the Trade Commission of Chile in New York.

This Educational Trip will be followed later this year with a similar visit by executives from leading food importers, distributors and private label suppliers. Additionally, other activities in the North American market include the participation at the Fancy Food Show in New York and FMI in Chicago.

Participants "Chile Educational Trip 2005"

- **Jack Boykin**
Partner
Boykin Hospitality
- **Kevin Garvin**
Vice President of Corporate Food Services
Neiman Marcus
- **Martha Bader**
Director, Food & Beverage Procurement – Provisions
Carlson Hotels Worldwide
- **Dan Hoffman**
Director of Equipment & Beverage Specifications
Marriott International
- **Lisa Impagliazzo**
Area General Manager
Le Meridien Americas
- **John Knorr**
Director of Operations
Phillips Seafood Restaurants
- **Geoffrey Allan Mills**
Corporate Director of Food & Beverage
Managing Director
THE MELROSE HOTEL, New York
- **Norbert Relecker**
Regional Director of Food & Beverage
Grand Hyatt New York
- **Dipi Sawhney**
Director of Operations
Shaner Hotel Group
- **Erich Steinbock**
Vice President of Food & Beverage
The Ritz-Carlton Hotel Company
- **Fred Tibbitts**
Vice President
Fred Tibbitts & Associates

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<http://www.prochile.cl/noticias/noticia.php?sec=4647>

<http://www.prochile.cl/noticias/noticia.php?sec=4430>

New York, February 8th, 2005

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ProChile New York