

# U.S. Beef continues its Great Silkway in Uzbekistan

U.S. Beef Presentation and workshop for the HRI

U.S. Beef Promo Tasting for final consumers

Bukhara, Uzbekistan

April 7, 2019

Restaurant "Ancient Bukhara"

Funded by the Beef Checkoff Program



Funded by the Beef Checkoff.

## USMEF conducted the U.S. Beef seminar and master class for the HRI and promo tasting for final consumers

- Citizens of 45 more countries can get visa-free access to Uzbekistan
- 20 million tourists and the country guests annually visit Bukhara city
- Bukhara – one of the most ancient cities in Central Asia and second largest tourist center in Uzbekistan
- HRI market developing and the HQ products needed such as the U.S. Beef cuts for the tourists and local citizens servicing
- The country's HRI professionals who were experience with HQ products utilization in Russia and Middle East
- Close trade relationships with Tajikistan and Turkmenistan and possible impact on these countries in developing of the U.S. Beef presence





The economy of Uzbekistan sees healthy growth in 2019. Strong gains in the retail, construction and mining sectors – particularly in natural gas - contribute to the economy, as does healthy private final consumption.

The purpose of the event was to introduce the U.S. Beef secondary cuts – alternative and high quality ones to the HRI market players of the Bukhara region as well as to the final consumers, to increase sales of the US Beef in the Region, to make the U.S. Beef recognizable in Uzbekistan regions, and to promote the culture of beef consumption in the country.



## U.S. Beef seminar at Ancient Bukhara restaurant:

- ❑ Introduced the U.S. beef industry features and major factors that define consistent high quality of the U.S. Beef
- ❑ Explained advantages of the U.S. Beef over beef from local producers and other exporters
- ❑ Introduced the U. S. Beef high quality cuts (ribeye and striploin) but mainly focused on low-cost alternative cuts and muscles (flanks, skirts, briskets, short plates, short ribs)
- ❑ Was attended by about 30 restaurateurs, hoteliers, buyers and chefs from hotels, HRI outlets, oil-and-gas extraction camps
- ❑ On the practical side was conducted by meat chef-consultant Pavel Galkovsky, who is well-known expert in the Uzbekistan HRI market







In the evening USMEF conducted the US Beef promo tasting for the city guests and loyal restaurant customers. At the tasting the restaurant visitors could learn about the U.S. Beef features, to taste flank and skirt steaks, short plate and brisket roasted low-slow and could order a la carte ribeye and NY strip steaks that chef Pavel cooked for them