Korea-Pork-Pizza-V2

SPEAKERS
Andy Tauer, John Herath, Elly Sung

John Herath 00:00
When a Korean pizza chain looked to add something new to its menu they teamed up with the U.S. Meat Export Federation to add a pork sausage twist. Elly Sung from the USMEF Korea office explains.

Elly Sung 00:10
Pizza Alvolo is a local pizza franchise in Korea, and they wanted to do something different with their pizza introduction. So I suggested U.S. processed pork for their pizza toppings. And then they tried many different types of U.S. processed pork, and they decided that Johnsonville sausage would fit perfectly with their new pizza.

John Herath 00:40
Andy Tauer at the National Pork Board says the promotion is a perfect example of how USMEF amplifies the partnership between pork and soy.

Andy Tauer 00:47
I think this is a great example of the value of the collaborations between U.S. Soy, U.S. Pork, the value add from the soybeans through the pork, and then ultimately with USMEF collaborating and work with the folks here in the Korean office and being subject matter experts. How do we position this to really get the most bang for our buck in the marketplace? So it's only been on market, I think, five to six weeks, but it's already up to number six for this pizza chain out of, I believe, 20 different pizzas, so really performing well. And now they're going to give, it was going to be a special offering. Now they're going to keep it on the menu through the end of the year.

John Herath 01:32
Product development funding and promotional support are being provided by USDA, the United Soybean Board, and the National Pork Board, and these partnerships are highlighted in the advertising for the new sausage pizzas.

Elly Sung 01:32
The funding source for this promotion is mainly MAP (USDA Market Access Program) and United Soybeans. So we asked Pizza Alvolo to put these logos on every possible advertising materials, including the pizza box. So on the pizza box, in addition to two logos of us, it's saying that this pizza is made with great U.S. pork.

John Herath 01:57
For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

Transcribed by https://otter.ai