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Report Highlights:

Bite size local news, Post reports and activity summaries wrapped by ATO Hong Kong. In this issue: Delicious USA Celebrates Freedom 250 with ParkNShop Retail Promotion; ATO and U.S. Grains and Bioproducts Council Launch Special 250th Anniversary Craft Beer; ATO and U.S. Dairy Export Council Showcase Innovative U.S. Cheese Pairings; Vinexpo Asia draws nearly 40 California and Oregon Wineries; California Wine Institute celebrates the Judgement of Paris in Hong Kong and Macau; ATO leads buyer delegation to Thaifex Trade Show; American Peanut Council and American Pistachio Growers Visit Hong Kong and Macau for INC Trade Show; and California Prune Board Hosts Regional Gathering in Hong Kong.

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wrapped by ATO Hong Kong

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Delicious USA Retail Promotion at PARKnSHOP Celebrates the 250th Anniversary of the United States



On June 9, ATO Hong Kong launched the “Delicious USA” retail promotion with PARKnSHOP at its Festival Walk store. U.S. Consul General Julie Eadeh delivered remarks highlighting the strong agricultural trade relationship between the United States and Hong Kong and recognized the promotion as part of the United States’ 250th anniversary celebrations. More than 70 suppliers, importers, cooperators, media representatives, and PARKnSHOP staff attended the opening ceremony.

Running from June 12 to July 2 across 29 PARKnSHOP stores and its e-commerce platform, the promotion featured more than 150 U.S. brands and 2,000 products through in-store displays, chef demonstrations, tastings, and consumer activities. ATO extends its appreciation to the PARKnSHOP team and our industry partners for their outstanding support. Thank you to our industry partners including U.S. Meat Export Federation, USA Poultry & Egg Export Council, Alaska Seafood Marketing Institute, Raisin Administrative Committee, Washington Apple Commission, Northwest Cherry Growers, and Sunkist Growers, as well as U.S. companies and local distributors for helping expand the visibility and availability of U.S. food and beverages in Hong Kong!

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A Toast to 250: U.S. Malt and Hops Meet Hong Kong Craft



To mark the United States' 250th anniversary, ATO partnered with the U.S. Grains & BioProducts Council, Yakima Chief Hops, and local craft brewer Young Master to create a limited-edition beer featuring premium U.S.-grown hops and malt. The June 5 launch at Pier 7 Café & Bar, led by U.S. Consul General Julie Eadeh, celebrated the quality of U.S. ingredients and the trade partnerships bringing American flavors to Hong Kong and beyond.

Beyond the Board: ATO and USDEC Celebrate Innovative Cheese Pairings



On June 2, U.S. Consul General Julie Eadeh and Deputy Consul General David Schlaefer joined ATO Hong Kong at the “Innovative U.S. Cheese Pairing” showcase at CulinArt 1862. Organized with support from the U.S. Dairy Export Council and local importers, the event featured more than 50 U.S. cheeses and 10 curated pairings with U.S. nuts, rice, raisins, and Vermont maple syrup. More than 50 food service and retail decision-makers attended, gaining firsthand insight into the quality, variety, and versatility of U.S. cheese and other high-value products.

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38 California and Oregon Wineries Showcase at Vinexpo Asia



Vinexpo Asia, the region's premier wine and spirits trade show, welcomed more than 14,000 trade visitors from 76 markets from May 26–28. U.S. Consul General Julie Eadeh attended the opening ceremony and toured the USA Pavilion, where 38 wineries from California and Oregon—including many first-time exhibitors—showcased their products and explored opportunities in Hong Kong, the ninth-largest export market for U.S. wine. For more on the local market, see [our GAIN wine report](#).

ATO and CWI Celebrate 50 Years of California Wine Excellence



On May 29, U.S. Consul General Julie Eadeh addressed local media at a California Wine Institute event marking the 50th anniversary of the “Judgment of Paris,” the landmark 1976 blind tasting that elevated California wines onto the global stage. The Hong Kong event launched an eight-city Asian tour culminating in a Freedom 250 celebration of American wine excellence in Macau on June 25.

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ATO Supports Hong Kong Buyers at THAIFEX–Anuga Asia 2026



THAIFEX–Anuga Asia 2026, held May 26–30 in Bangkok, brought together more than 3,200 exhibitors and 90,000 trade visitors from across Asia and beyond. The USA Pavilion featured 27 U.S. exhibitors showcasing a wide range of consumer-oriented agricultural products. ATO Hong Kong supported a delegation of local buyers, who met with U.S. suppliers, explored new products and sourcing opportunities, and gained insights into regional market trends, helping strengthen commercial ties and expand prospects for U.S. agricultural exports to Hong Kong.

California Prune Board Hosts Asia Representatives Meeting in Hong Kong



On May 8, the California Prune Board held its Asia Agency Meeting in Hong Kong, bringing together representatives from Japan, Korea, Vietnam, and China. ATO Hong Kong provided a market briefing and shared USDA policy and export program updates. In 2025, Hong Kong imported \$1.5 million worth of prunes, with U.S. products accounting for more than 87 percent of the market.

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U.S. Pistachio and Peanut Leaders Attend INC in Macau



The 43rd INC World Nut & Dried Fruit Congress, held May 12–14 in Macao, brought together more than 1,300 industry participants to discuss global production, trade, and consumption trends. ATO Hong Kong attended the Congress to gather market intelligence and engage with traders from Hong Kong and South China. While in the region, representatives from American Pistachio Growers and the American Peanut Council visited Hong Kong to explore market opportunities. ATO Hong Kong provided updated trade data and market insights to support their outreach. U.S. nuts are highly regarded for their quality, safety, and versatility, while Hong Kong serves as both an important consumer market and regional re-export hub. The 2025–2026 outlook is especially favorable for U.S. pistachios, as strong California supplies and reduced competition from Iran could support higher prices and expanded export opportunities.

ATO and APHIS Tour Hong Kong International Airport's Hong Kong Air Cargo Terminals Limited (HACTL)



On May 21, ATO Hong Kong and USDA's Animal and Plant Health Inspection Service visited Hong Kong Air Cargo Terminals Limited at Hong Kong International Airport, where they met with representatives from the terminal and Airport Authority Hong Kong. Operating since 1976, HACTL serves more than 100 airlines and 1,000 freight forwarders worldwide. Its "Super Terminal 1" is the world's largest single multi-level air cargo terminal, with an annual handling capacity of up to 3.5 million metric tons.

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ECONOMY



Hong Kong Quarter First GDP Hits Strongest Quarterly Growth at 5.9 Percent in Nearly Five Years, Beats Estimate [[The Standard](#), May 5]

Hong Kong's economy grew 5.9 percent in the first quarter compared to last year, marking the strongest quarterly growth in nearly five years, as exports and private consumption improved. Driven by strong global demand for artificial intelligence-related electronics, Hong Kong's goods exports surged 23.8 percent year-on-year, up from 15.4 percent in the fourth quarter of 2025. A government spokesman said that Hong Kong's economic growth outlook remains positive, underpinned by robust demand for AI-related electronics products, sustained growth in visitor arrivals, and robust cross-boundary financial activities. **ATO Notes:** This economic momentum strengthens Hong Kong's position as a critical gateway for agricultural products. Retail sales rose 12.8 percent in March, while visitor arrivals reached 14.3 million. Air transport handled 44.8 percent of trade value, serving both local consumers and the Greater Bay Area's 86 million population. As a major re-export hub, 60 percent of Hong Kong's re-exports target the Chinese mainland, creating opportunities for U.S. agricultural exporters to access broader regional markets.

Visitor Arrivals Hit 1.19 Million over Golden Week [[RTHK](#), May 13]

Hong Kong welcomed 1.19 million visitors during the Labor Day Golden Week holiday, marking an 8 percent increase from the same holiday last year. Hotel occupancy rates reached 90 percent, slightly higher than last year, despite a 10 percent rise in room prices compared to past long holidays. Representatives from shopping malls indicated that consumption across various retail categories saw year-on-year double-digit increases. **ATO Notes:** Sustained tourism strength continues from the first quarter of 2026, with visitor arrivals up 17 percent to 14.3 million and tourism expenditure reaching \$27.95 billion (HK\$217 billion).

HOTELS, RESTAURANTS, AND INSTITUTIONS



Provisional Statistics of Restaurant Receipts and Purchases for First Quarter of 2026 [[HKSAR](#), May 6]

In Hong Kong, the provisional estimate value of total receipts in the restaurant sector during the first quarter of 2026 increased by 1.1 percent compared to a year earlier. Over the same period, the provisional estimate of total purchases by restaurants increased by 3.6 percent. A government

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spokesman said that restaurant businesses continued to improve in the first quarter. Looking ahead, generally solid local consumer sentiment and sustained growth in inbound tourism are expected to continue supporting the restaurant sector. **ATO Notes:** The non-Chinese restaurant sector is the only category demonstrating healthy growth, posting increases in both value and volume. This data indicates a clear shift in consumer preference, with Hong Kong diners actively seeking out international cuisines.

Hong Kong Restaurants can Apply from May 18 to Become Dog-Friendly Venues [[SCMP](#), May 7] Hong Kong's Dog-friendly Restaurant scheme Receives 700 Applications on First day [[SCMP](#), May 19]

Hong Kong will launch a new scheme in July allowing restaurants to admit dogs, ending a blanket ban imposed in 1994. The Food and Environmental Hygiene Department announced the first phase will be capped at 1,000 restaurants, with about 700 applications received by May 18. Restaurants larger than 20 square meters are eligible, though hotpot, teppanyaki, and barbecue establishments are excluded for safety reasons. The scheme initially covers 3 to 5 percent of Hong Kong's 17,000 restaurants and supports the city's growing pet economy, which includes over 400,000 cats and dogs across 240,000 households. **ATO Notes:** With the Hong Kong government promoting a pet-friendly culture since 2025, pet ownership is no longer a niche lifestyle but a major economic force. By tapping into this demographic, the new restaurant scheme goes beyond driving revenue; it marks a fundamental shift in how residents dine and interact.

Dim Sum Raves Aim to Revive Hong Kong's Appeal [[Reuters](#), May 11]

Lin Heung Lau, a century-old teahouse in Hong Kong's central financial district, is hosting "dim sum raves" to attract younger customers with tea-flavored alcohol, dumplings, and electronic music. To adapt to changing consumption patterns among local residents and mainland Chinese visitors while maintaining popularity, the restaurant's chairman said they must keep trying new experiences like dim sum raves. The restaurant plans to host monthly themed raves, tapping into a global Gen Z trend for parties that blend music with food, culture, and wellness, including coffee raves and daytime parties. **ATO Notes:** This exemplifies how Hong Kong foodservice industry is attempting to counter the trend of consumers crossing the border for lower cost dining options. To remain competitive, restaurants are attempting to innovate and capitalize on younger demographics' preference for experiential dining.

RETAIL



HK's Retail Sales Beat in March, Jumping 12.8 Percent as Demand Rises Against Uncertainties **[[The Standard](#), May 6]**

Hong Kong's retail sales grew at a faster-than-expected pace of 12.8 percent in March, as local and tourist demand rose amid geopolitical uncertainties. Vehicle sales surged 80.8 percent, while sales of jewelry, watches, clocks, and valuable gifts rose 27.2 percent. Sales of electrical goods and other consumer durable goods climbed 30.1 percent. Conversely, fuel sales dropped 14.2 percent as prices increased, accompanied by a 5.4 percent decrease in sales of Chinese drugs and herbs and a 10.2 percent reduction in sales of footwear and clothing accessories. **ATO Notes:** Hong Kong's stronger-than-expected March retail sales signal improving local and tourist demand despite economic uncertainty. Growth in high-value and durable goods may support opportunities for premium U.S. food and beverage products, particularly those targeting affluent consumers, gifting, and tourism-related spending.

Small Grocers' Neighborhood Links Can Help Them Beat Price War, Experts say [[SCMP](#), May 10]

Major Hong Kong supermarket chains launched aggressive discounts ahead of Mother's Day, with PARKnSHOP and Wellcome offering 12 percent off, HKTVmall providing 15 percent discounts year-round, and YATA slashing prices up to 80 percent. Experts say small neighborhood grocers can survive through personal connections with local customers and tailored product selections. Competition intensified after China's JD.com entered Hong Kong's retail market in 2025, though economists believe big chains will not monopolize due to strong alternatives like online platforms and cross-border shopping. March 2026 retail sales rose 12.8 percent year-on-year to \$4.3 billion (HK\$33.9 billion), with online sales surging 35.1 percent. **ATO Notes:** Hong Kong's grocery sector is undergoing significant transformation, with online sales surging 35.1 percent to reach 9.7 percent of total retail and mainland competition from JD.com intensifying price pressures. The market remains fragmented despite aggressive discounting by major chains, as consumers increasingly split between value-seeking behavior (cross-border shopping to Shenzhen) and loyalty to neighborhood stores offering personalized service.

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TRADE AND POLICY



Hong Kong Mobile Ice-cream Vendor told to stop Selling Product due to Bacteria [[SCMP](#), May 21]

Hong Kong's Centre for Food Safety ordered a Central mobile ice cream vendor to halt soft ice cream sales after detecting 310 coliform bacteria per gram, triple the 100 per gram legal limit under the Frozen Confections Regulation. Authorities mandated immediate product disposal, van disinfection, and staff hygiene training. Officials noted the elevated coliform count indicates poor sanitation but does not necessarily cause food poisoning. Violators face fines up to \$1,276 (HK\$10,000) and three months in jail. **ATO Notes:** This incident, following a 2025 case where Japanese Kochi Ice was suspended for similar violations, underscores Hong Kong's strict enforcement of food safety standards. U.S. exporters of ice cream and frozen confections should ensure compliance with the 100 coliform bacteria per gram limit and maintain proper cold chain management. For detailed guidance on Hong Kong's food safety requirements, labeling standards, and import procedures, U.S. exporters can reference ATO Hong Kong's [Food and Agricultural Import Regulations and Standards \(FAIRS\)](#) report.

MACAU



Macau Fires Back at Hong Kong Lawmaker's 'Ordinary Food' Remarks [[Macau Daily Times](#), May 11]

A Hong Kong legislator sparked controversy by calling Macau's cuisine "extremely ordinary" during a legislative session, claiming Hong Kong's pork chop buns are superior and questioning why Macau's street snacks are considered must-try delicacies. His comments drew backlash on social media, prompting a former Macau legislator to launch a "Best Pork Chop Bun Contest" defending Macau's culinary excellence. Macau is the only Greater China city selected as one of the World's Top 100 Food Cities and has been designated by the United Nations as one of 56 global culinary capitals. **ATO Notes:** As neighboring cities sharing similar culinary trends, Hong Kong and Macau serve as strategic gateways to mainland China for fusion culinary concepts that blend Chinese, Western, and international influences. Their commitment to culinary excellence positions both cities as ideal markets for U.S. ingredient exporters seeking to differentiate premium offerings in sophisticated food service sectors.

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MGTO Targets Three Million International Arrivals in 2026 [[Macau Daily Times](#), May 13]

Macau aims to attract three million international visitors in 2026, up from 2.7 million in 2025, by diversifying source markets including Europe, Central Asia, India, and the Americas. The Macao Government Tourism Office (MGTO) noted that changing consumption patterns reflect a global shift from sightseeing and shopping toward experiential travel focused on dining, performances, and events. Macau has adjusted its offerings by organizing MICE events, concerts, shows, and sports competitions to attract experience-seeking tourists. **ATO Notes:** Macau's strategic pivot toward experiential tourism and dining-focused travel creates opportunities for U.S. food and beverage exporters. The emphasis on MICE events, concerts, and performances drives demand for premium ingredients to support high-end catering and hospitality services. As Macau diversifies its visitor base and positions itself as a culinary capital, U.S. exporters can leverage this market shift to supply quality products that enhance the experiential dining offerings central to Macau's tourism strategy.



ATO EVENTS CALENDAR

United States Department of Agriculture UPCOMING EVENTS		
Jun 2026	Jun. 4 - Jun. 30	Retail Promotion with JEBN (ASMI)
	Jun. 9 - Jul. 2	Retail Promotion with ParknShop (ATOHK, ASMI)
	Jun. 12 - Jul. 11	Menu Promotion with Ninoen Group (ASMI)
	Jun. 23	U.S. Consulate General Hong Kong and Macau's 250th Anniversary of the United States Independence Day Reception
	Jun. 25	American Wine Excellence in Macau: 50 th Anniversary of the Judgement of Paris (CWI, ATO HK)

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	Jun. 26	California Wine Month: "Sips of Summer" Media Day (CWI)
Jul 2026	Jul. 30	YMCA U.S. Ingredients Baking Seminar and Hands-on Workshop (ATOHK, U.S. Wheat, USAPEEC, RAC)
	Jul. 20 - Aug. 19	Ocean Three Retail Promotion (ASMI)
Aug 2026	Aug. 13 - Aug. 15	HKTDC Food Expo & Food Expo PRO 2026 (USA Rice, Wyoming Trade Office, Hawaii Coffee Association)
Sep 2026	Sep. 2 - Sep. 4	Asia Fruit Logistica 2026 (ATO HK)
	Sep. 3 - Sep. 30	JEBN Taste of America 250: US Food Fair (ATO HK)
	Sep. 4	PolyU U.S. Summer Nut Fruit Desserts and Snacks Demo Workshop (ATO HK)
Oct 2026	Oct. 27	The Great American Texas BBQ 2026 (USMEF, ATO HK)
	Oct. 31 - Nov. 1	Hong Kong Wine & Dine Festival (ATO HK)
Nov 2026	Nov. 5 - Nov. 7	HKTDC Hong Kong International Wine & Spirits Fair (ATO HK)
	TBC	American Whiskey Trail Hong Kong (ATO HK)

for more information about the Hong Kong and Macau markets?
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