

BEVZRAGES - BEER - CHINA

BUREAU OF FOREIGN AND
DOMESTIC COMMERCE
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October 19, 1936. *China*

Hon. Wilbur J. Carr,
Assistant Secretary of State,
Department of State,
Washington, D. C.

306

Attention: A-C/O

My dear Mr. Carr:

The brewing industry in the United States has been interested in recent months in the development of foreign markets for canned beer, and we have made it a practice of writing to various representatives of this Department and of the Department of State from time to time for the purpose of developing data which will be of assistance to that industry. At the present time we are interested in having a report on the market for canned beer in Hong Kong.

Information is desired regarding types of beer consumed in Hong Kong at the present time, methods of packing, wholesale and retail prices, extent of demand, any restrictions which might handicap the sale of beer in tin containers, and any other data peculiar to the Hong Kong market which in the opinion of the submitting officer would be of value in making a correct appraisal of the possibilities of introducing American canned beer.

Canned beer is packed in fibre cartons containing twenty-four 12-ounce cans. We have received one quotation c.i.f. Hong Kong of \$1.35 per case of twenty-four cans.

We are particularly anxious to receive any evidence of interest on the part of the import trade in Hong Kong in such a product. If, therefore, in the course of his investigation the names of any concerns which express an active interest in representing American brewers should come to the attention of the submitting officer, we shall appreciate his furnishing such names, together with world trade directory reports.

Will you be kind enough to bring this inquiry to the attention of the appropriate foreign officer of the Department of State.

Lacey C. Zapf,
Chief, Foreign Service Division. Very truly yours,

CCB

CCB:gs

Lacey C. Zapf,
Liaison Officer

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October 19, 1936.

China

To: Shanghai Office.
From: Foodstuffs Division.
Subject: Market for Canned Beer in China.

30b

As you know, the brewing industry in the United States is interested in developing foreign markets for canned beer, and we would like to have a report on the possibilities of developing this business in your territory.

Such a report might include information regarding types of beer now being consumed, methods of packing, wholesale and retail prices, extent of demand, any regulations which might handicap the sale of beer in tin containers, and any other data which in your opinion would be of value in appraising the market possibilities for American canned beer.

Canned beer is packed in fibre cartons containing twenty-four 12-ounce cans. We have received one quotation c.i.f. Shanghai of \$1.40 per case of twenty-four cans.

Forwarded:

We are particularly anxious to receive any indications of an interest on the part of the import trade in handling canned beer from this country. If, therefore, in the course of your investigations the names of any concerns actively interested in representing American brewers should come to your attention, will you kindly forward them, together with W.T.D. Reports.

Inclosure: 20172

C. E. Birgfeld,
Acting Chief, Foodstuffs Division.

CEB:gs
Forwarded:

Lacey C. Zapf,
Chief, Foreign Service Division.

China

January 19, 1937.

dp

To: San Francisco District Office.
From: Foodstuffs Division
Subject: Market for Beer in Hong Kong.

30j

Reference is made to your letter of October 10, asking that we procure for you, information regarding the market for canned beer in Shanghai, Hong Kong and Singapore, in behalf of Del Valle, Kahman & Company. We have just received a report from Hong Kong on this subject, a copy of which is inclosed. As soon as reports from other sources are received they will be sent to you promptly.

C. E. Birgfeld,
Acting Chief, Foodstuffs Division.

Forwarded:

Robert Sevey,
Chief, District Office Division.

Inclosure: 29173.

Enc-2vs Robert Sevey,
Chief, District Office Division.

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Inclosure 61193

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China

January 25, 1937.

To: San Francisco District Office.
From: Foodstuffs Division.
Subject: Market for Canned Beer in China.

303

Reference is again made to your letter of October 10, 1936, in which you requested that information be obtained regarding the market for canned beer in Shanghai, Hong Kong and Singapore. We have sent to you reports on the market for canned beer and in British Malaya and we are now inclosing a report on the market for canned beer in China. I trust these reports have supplied Del Valle, Kohman & Company with the information they want. This completes the survey requested by them.

F. H. Rawls,
Chief, Foodstuffs Division.

Forwarded:

Robert Sevey,
Chief, District Office Division.

RAW-is

Inclosure 61193