

## PROMOTION

# 2022 MEXICO & LATIN AMERICA NEW-TO-MARKET SURVEY/TASTE TEST

Monday, Nov 7 - Saturday, Dec 31, 2022

Registration: Thursday, Nov 3 - Friday, Nov 25, 2022

📍 Virtual | Mexico | Latin America

<https://www.wusata.org/e/U5HO87N>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### 2022 Mexico & Latin America New-to-Market Survey/Taste Test

~ November - December 2022 ~

WUSATA's Mexico & Latin America New-to-Market Survey/Taste Test project will allow you to send up to (2) SKUs in-market to be sampled, and feedback will be offered in a final individualized report for your company.

Some survey questions may include:

- \* Is this category trending in Mexico & Latin America?
- \* What do you think of the taste profile?
- \* What do you think of the packaging?
- \* Would consumers purchase this product in this market?
- \* Would you purchase this product?

Given Mexico & Latin America's large, diversified food & beverage market, many U.S. products have ample opportunities.

### Benefits of Participation:

- Access information from top importers from Mexico and Latin America on how your product may perform in market.
- Receive a detailed report with feedback on your specific product as well as the category.
- Work closely with Imalinx, WUSATA's In-Market Contractor, to maximize survey and market development opportunities.
- Reimbursed Shipping Costs

### Itinerary:

- Send products to market by December 2, 2022
- Feedback given by December 30, 2022

**Participation Fee:** \$50

**Registration Deadline:** November 25, 2022

**\*\*Please note, this activity is NOT suitable for alcohol OR frozen/refrigerated products\*\***



## PRODUCT DESCRIPTION

**Suitable Products include:** Consumer ready products, retail packaged goods, natural and health foods, food service.

\*\*Not suitable for alcohol OR frozen/refrigerated products\*\*

## INDUSTRY FOCUS

Consumer Oriented

Food Service Products

Natural/Health