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**