



OUTBOUND MISSION

2023 CRAFT BEER AND SPIRITS OUTBOUND MISSION TO DENMARK & THE NETHERLANDS

Monday, Sep 11 - Friday, Sep 15, 2023

Registration: Thursday, Mar 9 - Tuesday, Jul 18, 2023

📍 Amsterdam, Netherlands & Copenhagen, Denmark | Netherlands | Europe

<https://www.wusata.org/e/V2YKNWY>

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:

2023 Beer & Spirits Outbound Trade Mission to Netherlands & Denmark

(Amsterdam, Netherlands & Copenhagen, Denmark)

September 11th-15th, 2023

Denmark and the surrounding countries have seen growing demand for U.S. craft beverages! Over the last 3 years the Netherlands and Denmark have led the European region in U.S. craft beer and spirit imports. This is a great event for experienced exporters and new-to-export companies alike. Eastern European consumer drinking trends are changing in a post pandemic environment and creating opportunities for increased U.S. exports of craft beer, spirits and similar products. Included is an opportunity for retail, distillery and brewery visits/tours. Meetings with buyers from the region will be scheduled the week of September 11-15, 2023 and confirmed at least one week prior.

Benefits of Participation:

- One-on-one consultation with contractor to evaluate product success in marketplace
- Pre mission webinar with contractor and FAS on market access/sample shipment
- Meet in person with qualified buyers & agents from the Netherlands, Denmark and surrounding countries
- Gather current market intelligence, customer preferences, and trends by participating in one-on-one business meetings with qualified buyers representing the given regions.

Tentative Itinerary:

Sep 11: Travel to Amsterdam, Netherlands

Sep 12: Meeting with buyers and agents, Brewery and Distillery tours

Sep 13: Travel to Copenhagen, Denmark

Sep 14: Meeting with buyers and agents, Brewery and Distillery tours

Sep 15: Travel Day

What's Included:

- Hotels rooms
- Ground transportation to activities
- Flight from Amsterdam to Copenhagen

PRODUCT DESCRIPTION

craft beer, cider, mead, and spirits (mixers and non alcoholic products as well)

INDUSTRY FOCUS

Specialty Beverage

BUYER AUDIENCE

Denmark

Netherlands



- Meetings with buyers from Denmark, the Netherlands and surrounding areas
- Welcome reception with ATO and Embassy representatives

Participation Fee: \$300 per company

Registration Deadline: July 18, 2023