**VIRTUAL TRADE EVENT**

# 2021 CANADA SPECIALTY BEVERAGE VIRTUAL TRADE MISSION

Monday, Apr 26, 2021
Registration: Thursday, Jan 21 - Sunday, Jan 24, 2021 | 12:00 PM
Canada | North America

https://www.wusata.org/e/KCSSW8J

## EVENT DETAILS

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

**Canada Specialty Beverage Virtual Buyer Meetings ~ April 7-9, 2021**

Introduce your specialty beverage products to buyers remotely!

This opportunity is designed to introduce your product(s) to potential buyers across several Canadian Provinces.

This event will include a detailed webinar on selling alcohol to Canada's Provincial Liquor Boards and up to six scheduled meetings with distinguished buyers.

Shipping alcoholic products from the U.S. into Canada can be challenging and costly. To assist Western U.S. companies with getting samples in front of buyers for their scheduled meetings, WUSATA will reimburse up to $800 for endured shipping costs.

Much like the US, consumers in Canada are drinking at home more during these times. Canadian importers and distributors are looking for new products to meet the changing demands of consumers. Perhaps your product is what they are looking for.

### Benefits of Participation:

- Meet virtually with pre-qualified buyers from Canada
- Gather current market intelligence, consumer preference, and trend information from a webinar provided by WUSATA's in-market contractor
- Assistance with sample shipment costs

**REGISTRATION DEADLINE: February 19, 2021**

**Registration Participation Fee: $25 per company**

## PRODUCT DESCRIPTION

**Suitable products include:** Craft Spirits, Craft Beer, Craft Cider, and Wine

## INDUSTRY FOCUS

**Specialty Beverage**