PROMOTION

2023 TAIWAN COFFEE COCKTAIL COMPETITION

Friday, Nov 17 - Monday, Nov 20, 2023
Registration: Wednesday, Jul 5 - Monday, Jul 31, 2023 | 8:00 AM
Taipei | Taiwan

https://www.wusata.org/e/TFMLR53

EVENT DETAILS

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

2023 Coffee Cocktail Competition

November 17-20 2023

WUSATA and the Taiwan FAS office are partnering and looking for Spirits to be spotlighted in the Coffee Cocktail Competitions at the 2023 Taiwan International Coffee Show.The event will be held in Taiwan at the Taipei Nangang Exhibition Center.

Benefits of Participation:

- The company/brand that is chosen will also be considered for other Taiwan market events throughout the remainder of 2023.
- WUSATA will cover the cost of shipping to Taiwan (details will be sent out to the first 6 companies that register to be part of this promotion)
- Participation is complimentary.

Important to note:

- 5 (750mL) will be needed for each participant submission. To support sampling.
- 1 Spirit submission, per company to insure participation from other WUSATA Spirit companies/brands.
- Whiskey submission has already been identified for this mission. So we are asking for other submission including but not limited to Vodka, Rum, Gin, Brandy, Tequila, etc.

Itinerary:

- All samples need to be received no later than August Friday 18th (WUSATA will reach out to organize)
- Taiwan ATO to receive samples before October 16th. (WUSATA will reach out to organize)
- Products will be shipped to Taiwan - TBD
- October 2023 - TBD, ATO will partner with Coffee Association to select a company/brand to participate in event. (The selected company/brand will be notified and given details by the Taiwan ATO).

Registration Open/ Close Deadlines:

Registration will open - Wednesday July 5th at 8:00am PDT.

Registration will close - Monday July 31st 5:00pm PDT.

For more information please reach out to the WUSATA Event email:

event@wusata.org

BUYER AUDIENCE

Taiwan

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373