PROMOTION

SPECIALTY FOOD PROMOTION IN WESTERN CANADA

Wednesday, Sep 24 - Sunday, Sep 28, 2025
Registration: Wednesday, Jun 25 - Friday, Aug 29, 2025
Western Canada | Canada

https://www.wusata.org/e/60JMJEY

EVENT DETAILS

Specialty Food Promotion in Western Canada

The mission kicks off in Victoria BC, a smaller, close-knit market that enables focused engagement with trade and offers a clear view of the local retail and distribution landscape. This portion of the trip will center on B2B meetings and a retail tour. The tour provides direct insight into merchandising, pricing, and consumer preferences in this compact but informative market, while the meetings help build connections with key decision-makers.

The mission then continues to Vancouver, beginning with B2B meetings and a retail tour in North Vancouver to understand this larger space. The following day features the Vancouver Cheese and Meat Artisan Food and Beverage Festival, taking place on September 27, 2025, at The Pipe Shop. This boutique-style event brings together 1,000 attendees across three intimate, two-hour tasting sessions. Guests explore a curated selection of local and international artisan foods such as cheeses, meats, nuts, and snacks paired with wine, beer, and cider.

The festival attracts a diverse mix of trade professionals, including brokers, distributors, and retailers, offering valuable networking opportunities for producers. With a strong focus on product quality and pairing, the event allows each item to be showcased at its best, giving attendees the opportunity to sample, discover, and purchase directly from the artisans.

Benefits of Participation:

- Showcase high-quality products to a targeted audience of food enthusiasts, retailers, distributors, brokers and industry professionals in the Pacific Northwest.
- Increase brand exposure and visibility in a key international market.
- Network with potential partners and establish valuable business connections.
- Gain insights into market trends and consumer preferences.
- Hotel stay for 1 night in Victoria and 3 nights in Vancouver
- Foster long-term business growth through strategic relationships and partnerships.
- Flights from Victoria to Vancouver

Tentative Itinerary:

- September 24th - Arrive Victoria
- September 25th Retail and B2B meetings
- September 26th - Arrive Vancouver &B2B meetings and retail tours
- September 27th Festival
- September 28th - Travel Home

Suitable Products:

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit/Nut, Non-Alcoholic Beverages, Canned Fruits, Baked Goods, Healthy & Natural Products and Cereal, Cheese, Yogurt, Ice Cream

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Canada

Registration Details:

Registration Opens: Wednesday, June 25

Deadline: August 29, 2025

Participation Fee: $500

Passes Available:15