## WEBINARS

# CRAFT & SPECIALTY BEVERAGES: BUILDING YOUR EXPORT PIPELINE

Wednesday, Dec 16, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Jul 30 - Wednesday, Dec 16, 2026
Riverside | United States of America

https://www.wusata.org/e/G2IM6O0

## EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar is designed for Western U.S. craft and specialty beverage producers who are building or expanding an export pipeline. The session will cover market entry strategies and buyer expectations across key international destinations.

The presentation will provide practical guidance on assessing export readiness, identifying the right markets and buyers, and building the relationships needed to sustain export activity over time. Attendees will leave with a framework for turning individual export opportunities into an ongoing pipeline.

Detailed Webinar Overview:

1. Welcome & Objectives

- Session goals: building a sustainable export pipeline for craft and specialty beverages
- Why export readiness matters before pursuing international buyers

2. Global Demand for Craft and Specialty Beverages

- Categories and destinations showing strongest growth
- How U.S. craft producers are positioned internationally

3. Key Export Destinations and Buyer Expectations

- What international buyers look for in craft and specialty beverage suppliers
- Regulatory and labeling considerations by destination

4. Market Entry Strategies

- Choosing the right entry point: distributors, importers, and direct relationships
- Using trade missions and pavilions to build buyer connections

5. Building a Sustainable Export Pipeline

- Moving from a single order to repeat business
- Managing logistics, timelines, and buyer relationships over time

6. Q&A

- Interactive discussion with participants

Participants will be able to:

- Assess export readiness for craft and specialty beverage products
- Identify key export destinations and buyer expectations
- Compare market entry strategies for craft and specialty beverages
- Apply a framework for building a sustainable export pipeline
- Prepare for the WUSATA Pavilion at the Taipei Wine and Spirits Festival

(Nov 12-18, 2027)

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