

INBOUND MISSION

2019 EUROPE SPECIALTY BEVERAGE INBOUND TRADE MISSION TO NM, CO

Monday, Oct 21 - Friday, Oct 25, 2019

Registration: Wednesday, Mar 27 - Friday, Oct 18, 2019 | 12:00 PM

📍 NM, CO | Europe

<https://www.wusata.org/e/JNTF1UD>

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:

Europe Specialty Beverage Inbound Trade Mission to NM & CO ~ October 21-25, 2019

The European Union (EU) is the world's largest import market for agricultural commodities and food. In 2016, specialty beverages such as beer and wine were the third most exported U.S. products to the EU, resulting in \$755 million that year. European buyers will be carefully chosen, and tailored to your company's product and exporting needs, taking the guesswork out of finding the right buyer, importer and distributor. You will have the opportunity to connect face to face and discuss how your product will fit in the European market. Not only will buyers learn more about your product, but they can advise on distribution channels, consumer preference, labeling and much more.

* This event will be held in conjunction with the WUSATA Japan Specialty Beverage Inbound (please also register to meet with these buyers).

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence and trend information directly from the source

Proposed Itinerary:

Oct 21 - 22 - Santa Fe and Albuquerque, New Mexico

Oct 24 - 25 - Denver, Colorado



PRODUCT DESCRIPTION

Products of Interest: Craft beer, Wine, Spirits, Ciders, Mixers and Beverage Ingredients.

INDUSTRY FOCUS

Natural/Health

Organic

Retail Products