OUTBOUND MISSION

2022 CRAFTED CIDER, DISTILLED SPIRITS, AND WINE OUTBOUND TRADE MISSION TO CANADA

Sunday, Sep 11 - Saturday, Sep 17, 2022
Registration: Tuesday, Jun 14 - Friday, Jul 29, 2022
Canada | Canada | North America

https://www.wusata.org/e/52KRRSZ

EVENT DETAILS

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

2022 Crafted Cider, Distilled Spirits, and Wine Outbound Trade Mission to Canada

(Calgary, Alberta and Montréal, Québec)

September 11-17, 2022

The ciders, coolers, and "other" category is experiencing a record sales increase compared to all other categories of alcoholic beverages in the Canadian market across all provinces and territories. Between 2020- 2021, Canadians bought $1.8 billion worth of ciders and coolers, up over 40% from the previous fiscal year according to Statistics Canada. This event is a great opportunity for experienced exporters and new-to-market companies to explore the alcoholic beverage market in Canada and meet with buyers in person! This activity will include one-on-one meetings with qualified buyers such as importers, distributors, wholesalers, and retailers. U.S. participants will be able to gain a market overview of alcoholic beverage trends in the Canadian market, go on retail tours, site visits, and participate in market tastings.

Please take advantage of this mission!

WUSATA will cover:

- In-country airfare for 1 company representative;
- Lodging paid for 1 company representative for 6 nights;
- Coordinated group ground transportation;
- Participation fee for in country market tasting tours
- Sample shipment costs to consolidator in Portland. Then the consolidator will arrange all shipping to Calgary and Montréal! This includes completing the customs declarations and processing packages to each destination so you don't have to!

Benefits of Participation:

- Meet in person with qualified buyers from Canada in Calgary and Montréal
- Learn about the opportunities and demands of alcoholic beverage products in the Canadian market by meeting one-on-one with buyers representing the target markets
-Market briefing with USDA, FAS staff in Ottawa about logistics and market trends
- Evaluate how your product fits into the marketplace by engaging with retail and wholesale buyers and participating in retail tours and market tasting events
- Assistance with shipping samples including all costs covered and paperwork to be completed by consolidator!

Tentative Itinerary:

PRODUCT DESCRIPTION

Craft cider, hard kombucha, hard seltzer, perry, distilled spirits, wine

INDUSTRY FOCUS

Specialty Beverage

September 11: Travel to Calgary, Alberta
September 12: Country and market briefings, field visits, Calgary retail tour, market tasting event
September 13: Sample tastings and one-on-one meetings
September 14: Follow up meetings then travel to Montréal, Québec
September 15: Sample tastings and one-on-one meetings
September 16: Field visits, Montréal retail tour, and market tasting event
September 17: Travel Day

Participation Fee: $260.00 per company

Registration Deadline: July 29th, 2022

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