**VIRTUAL TRADE EVENT**

# 2021 VIRTUAL BUYER MEETINGS: CANADA (SPECIALTY BEVERAGE)

Tuesday, Oct 5 - Wednesday, Oct 6, 2021
Registration: Thursday, Jul 1 - Friday, Sep 10, 2021 | 12:00 PM
Virtual Meetings | Canada | North America

https://www.wusata.org/e/ZGA6TTR

## 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:

### 2021 Virtual Buyer Meetings: Canada (Specialty Beverage) - October 5-6, 2021**

Thinking about expanding your product sales in to Canada? GREAT IDEA! This event is an excellent opportunity to get your products into Canada and meet with buyers from Ontario, Quebec, and the Western provinces.

Buyers will be pre-selected and meetings tailored to your companies' interests. We will offer individual consultations with our Canadian contractor to discuss mission goals and information on the market. To assist in shipping your alcoholic products, WUSATA will reimburse U.S. companies up to $500 for shipping costs on samples sent for the meetings.

Canada consumers are constantly looking for new, innovative products from throughout the U.S. Take advantage of this chance to converse and meet with pre-qualified buyers, brokers and distributors from across Canada.

### Benefits of Participation:

- One-to-one virtual meetings with pre-qualified buyers
- Hear about consumer preferences and trend information
- Gather current market intelligence for your product
- Discuss and evaluate how your product fits into the marketplace
- Learn about and measure the competitive landscape
- Develop or expand your product sales into Canada
- Sample shipping cost reimbursement

****Please Note:** For the second Canada Specialty Beverage Virtual Trade Mission offered, we will be limiting participation to suppliers that did not attend the April Canada Specialty Beverage Mission. Since the trade missions are less than six months apart, we would like to reserve this opportunity for Specialty Beverage suppliers that have not had a chance to participate in a WUSATA Canada trade mission in 2021.

### Agenda:

Virtual buyer meetings will be held via Zoom on October 5 - 6, 2021.

**Participation Fee:** $50.00

**Registration deadline: September 1, 2021**

**Suitable products include: Distilled Spirits, Craft Beer, Craft Cider, and ready-to-drink alcohol products ONLY**

## PRODUCT DESCRIPTION

Distilled Spirits, Craft Beer, Craft Cider, and ready-to-drink alcohol products ONLY

## INDUSTRY FOCUS

**Specialty Beverage**