

WEBINARS

FROM VINE TO VENDOR: NAVIGATING CURRENT CHALLENGES FOR U.S. WINE, SPIRITS, & ALCOHOL EXPORTS TO CANADA

Wednesday, Aug 20, 2025 | 10:00 AM - 11:00 AM
Registration: Monday, Aug 11 - Tuesday, Aug 19, 2025
Microsoft Teams | United States of America

https://www.wusata.org/e/EKQ760H

EVENT DETAILS

From Vine to Vendor: Navigating Current Challenges for U.S. Wine, Spirits, & Alcohol Exports to Canada

August 20, 2025 10am to 11pm PDT

The Microsoft Teams link will be sent via a Calendar Invite after registration is completed

Presented by Bryant Christie Inc.,

This webinar is designed for alcohol exporters based in the Western United States, particularly small to mid-sized wineries, distilleries, brewers, and beverage producers looking to enter or expand into the Canadian market. The session will provide a practical overview of Canada's alcohol import system, highlighting the role of provincial liquor boards, labeling and compliance requirements, and cross-border trade dynamics. Attendees will gain insights into emerging consumer trends in Canada, including demand for premium products, ready-to-drink beverages, and low- or no-alcohol options. The presentation will also cover strategies for identifying and partnering with Canadian importers, agents, and distributors, as well as navigating provincial differences in retail access and pricing. A featured case study will offer firsthand insights from a successful U.S. brand already doing business in Canada. Participants will leave with actionable tips for preparing their products for export, complying with regulatory requirements, and effectively connecting with the right partners in the Canadian alcohol sector.

Detailed Webinar Overview:

1. **Welcome & Objectives**
   - Host introduction (moderator, trade office or regional export promotion representative)
   - Brief overview of purpose: helping Western U.S. alcohol brands understand the Canadian market and export path

2. **Snapshot – U.S.-Canada Alcohol Trade in 2025**
   - Brief overview of current trade data (imports of wine, spirits, beer by volume/value)
   - Updates on any regulatory changes, tariffs, or border considerations
   - Key takeaway: Canada remains a top-tier export market for U.S. alcohol

3. **Canada's Alcohol Import System & Regulatory Landscape**
   - Provincial liquor control boards explained (e.g., LCBO, SAQ, BCLDB)
   - Importation process (private order vs general listing vs consignment)
   - Federal requirements (Health Canada, CFIA, excise duties)
   - Labeling requirements and bilingual packaging considerations

INDUSTRY FOCUS

Specialty Beverage

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

- Regional nuances in retail access and rules

4. **What Canadian Consumers Want**

- Premiumization: Growth in craft spirits, small-lot wine, and artisanal producers
- Ready-to-Drink (RTDs): Explosive growth and shelf competition
- Low/No Alcohol**:** Expanding demand among younger and health-conscious consumers
- Product formats gaining traction (e.g., cans vs bottles)
- Pricing expectations and how they compare to U.S. markets

5. **Case Study – A U.S. Alcohol Brand in Canada**

- Brief background on the company
- How they chose Canada and their market entry strategy
- How they found and worked with a Canadian partner (agency or distributor)
- Labeling and compliance tips from experience
- Sales outcomes and lessons learned

6. **Q&A (5 mins)**

Learning Outcomes:

1. Describe the structure of Canada's alcohol import system, including the roles of provincial liquor boards and key regulatory requirements.
2. Identify current consumer trends in the Canadian alcohol market, such as premiumization, the rise of ready-to-drink products, and interest in low/no-alcohol beverages.
3. Understand the steps required to prepare a product for export to Canada, including labeling, packaging, and compliance with federal and provincial laws.
4. Distinguish between Canadian alcohol distributors, agents, and importers, and understand how to evaluate and select the right type of partner.
5. Recognize the unique business practices and pricing structures of different Canadian provinces, and how they affect sales and distribution strategy.
6. Apply lessons from a real-world U.S. brand success story, including strategies for market entry, relationship-building, and brand positioning in Canada.
7. Develop an action plan for entering the Canadian alcohol market, including next steps for compliance, partner outreach, and market research.
8. Access tools and resources to support ongoing export readiness, including contact points for provincial boards, label guidelines, and partner directories.