WEBINARS

2022 WUSATA JAPAN WEBINAR - U.S. CRAFT BEER AND SPIRITS

Wednesday, Jan 26, 2022 | 4:30 PM - 5:30 PM
Registration: Thursday, Jan 20 - Tuesday, Jan 25, 2022
Zoom Webinar | Japan | East Asia

https://www.wusata.org/e/XZP01XQ

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:

2022 WUSATA Japan Webinar

"Challenges and Opportunities of U.S. Craft Beer and Spirits in the Japanese Market"

Wednesday, January 26, 2022 at 4:30 pm PST

WUSATA Japan will present an overview of the Japanese beer and spirit market, along with the recent country's craft beer revolution and more options for home consumption due to the pandemic.

Dominated by five domestic producers - Asahi, Kirin, Suntory, Sapporo and Orion - Japan is one of the toughest markets for new entrants. Though overall beer consumption may have fallen in Japan during the current decade craft beers' and spirits' market share has grown significantly. EC sites and cashless payment under the pandemic have made Japanese domestic products stronger, while more imported beers and spirits fans came to look for their favorites in the retail store shelves rather than on the menus of bars and restaurants.

By 2026, Japanese tax reforms will be completed, which may influence the flow of imported beers and spirits into Japanese market.

In this coming webinar, the WUSATA Japan contractor will make a quick overview of the latest Japanese retail market, introducing two special guest speakers to talk about further challenges, opportunities, and the keys to success in the Japanese market of beer and spirits!

Registration Deadline: January 25, 2022

Registration Fee: Complimentary

*****Webinar link will be sent out morning of January 26, 2022*****

PRODUCT DESCRIPTION

Suitable Products discussed: Craft Beer and Spirits

INDUSTRY FOCUS

Specialty Beverage