

PROMOTION

2015 MEXICO: IN-STORE PROMOTION & MARKET ASSESSMENT

Tuesday, Sep 1 - Saturday, Oct 31, 2015
Registration: Tuesday, May 5 - Saturday, Jul 18, 2015
Mexico | Latin America

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:

Mexico In-store Promotion and Retail Product Evaluation: September through October, 2015

WUSATA is pleased to announce an in-store product evaluation and promotion in key retail grocery outlets in multiple cities throughout Mexico from September to October. This activity provides participating companies with a unique opportunity to get their product evaluated by retail buyers with the potential of shelf placement in key retail outlets during the in-store promotional period.

If you are interested in the Mexico market, this activity will allow you to establish contacts with key retailers and grow/expand your market shares directly with consumers.

Benefits of Participating:

- Export readiness assessment by the Mexico in-country market contractor
- Product(s) in retail outlets, covering four stores per day during a four-week period
- Poster and POS materials displayed in retailers and provided to wholesaler outlets
- Coordination to include: product demonstration and demo personnel in top retail stores, in-store cooking demonstration of your product, and a final report with performance assessment and feedback from retailers

Important to Know:

- Each retailer will select their site's promotional products presented to them by our in-country contractor
- Volume of product shipped will be 1-2 pallets per participating company
- It will be necessary to include some product free of charge (up to 10% of total volume) for use in demos and promotional activities
- Companies must consider cost of product delivery to Laredo, Texas or other border points selected by retailer
- Companies should select up to five products from their portfolio to showcase during the promotion
- The listing process to prepare product for promotion may take several weeks- as such, companies should be prepared to take immediate action following registration with preparing documents for review and price/term negotiation with buyers



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

Suitable products include, but are not limited to: Consumer Ready Products

INDUSTRY FOCUS

Retail Products