OUTBOUND MISSION

2022 CANADA CRAFT BEVERAGE OUTBOUND TRADE MISSION TO TORONTO & CALGARY

Monday, Jun 20 - Friday, Jun 24, 2022
Registration: Thursday, Apr 14 - Wednesday, May 4, 2022
Toronto, Ontario & Calgary, Alberta | Canada | North America

https://www.wusata.org/e/3SU9ZSX

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 Canada Craft Beverage Outbound Trade Mission to Toronto & Calgary

Explore craft beverage market opportunities in Canada, a growing market for U.S. craft beverages! This is a great event for experienced exporters and new-to-export companies alike. Canadian consumer drinking trends are changing in a post pandemic environment and creating opportunities for increased U.S. exports of craft beverage products.

These in person, one-on-one buyer meetings provide an excellent opportunity to meet with buyers from Toronto, Calgary, and their surrounding areas.

Included is an opportunity for cocktail, whiskey, and liquor store visits and product demonstrations with Canada's TOP rated mixologist.

Meetings will be scheduled the week of June 20-24, 2022 and confirmed approximately one week prior. Companies will have meetings in both travel locations.

Benefits of Participation:

- Meet in person with qualified buyers from across Canada in two locations.
- Gather current market intelligence, consumer preferences, and trends by participating in one-on-one meetings with buyers representing the target markets.
- Evaluate how your product fits into the marketplace and assess the competitive landscape through engaging with retail and wholesale buyers.

Tentative Itinerary:

- June 20-21 in Toronto, Ontario
- June 22 travel day
- June 23-24 in Calgary, Alberta

Participation Fee: $350.00 per company

Registration Deadline: April 27th, 2022

PRODUCT DESCRIPTION

Craft beer, cider, spirits & nonalcoholic mixers

INDUSTRY FOCUS

Specialty Beverage