



Bringing the bounty of the Southern USA to the World.

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

2010 London International Wine Fair (LIWF)

May 18-20, 2010 • London, England

- *LIWF puts you in front of thousands of wine trade buyers from the U.K., Europe, and the rest of the world*
- *This show attracts buyers from every aspect of the wine purchasing distribution chain*
- *LIWF is one of the key events in the world wine calendar*

The United Kingdom represents the largest export market for U.S. wines. In addition, U.K. consumers seem to be very open to “New World” wines, or wines from non-traditional producers (U.S., Australia, Chile, etc.). In fact, wines from 43 countries are now available on the retail level in the U.K. The exports of U.S. wines to the U.K. were in excess of \$250 million in 2008.

Best Prospects: European and U.K. palates favor drier styles over sweet wines. We encourage participation from producers of well-known grape varieties such as:

■ Vinifera grape varieties	■ Chardonnay
■ Cabernet Sauvignon	■ Viognier
■ Cabernet Franc	■ Sauvignon Blanc
■ Dry Red Blends	■ Dry White Blends

Important Information:

- Registration Deadline: **February 5, 2010**
- Participation Fee: **\$800** (Space will be limited to a 100 square meter space for all participating companies)
- SUSTA will pay for shipping up to 100 lbs of samples from a consolidation point in the U.S. to London
- No refunds for cancellations after February 19, 2010
- Sign up on the Events page at www.susta.org or contact one of the activity managers at right for more information



Virginia's Finest

Register on the Events page at www.susta.org

Contact:

Joel Stopha

Virginia Dept of Agriculture

Phone: 804-382-0590

Email:

joel.stopha@vdacs.virginia.gov

Jenna Beattie

Alabama Dept of Agriculture

Phone: 334-240-7279

Email:

jenna.beattie@agi.alabama.gov

SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, www.susta.org 701 Poydras St #3725, New Orleans, LA 70139

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