



Bringing the bounty of the Southern USA to the World.

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- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
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- West Virginia

U.K. Food & Drink Expo

April 6-9, 2008 • Birmingham, U.K.

- *Export to the U.K. market by joining the Southern Originals pavilion*
- *Meet leading buyers of Foodservice, Retail, Wholesale & Manufacturing*
- *Exhibit with SUSTA at the U.K.'s largest food and beverage show*

The U.K. grocery market was worth \$266 billion in 2007. The U.K. has a relatively large number of specialist importers, capable and interested in importing from the U.S. Now is the time to take advantage of the U.K. market where, due to the low Dollar/Pound rate, there is a perfect opportunity for exports. The Food & Drink Expo is an excellent venue for introducing new products, meeting potential clients and establishing relationships with key players from the U.K.

Best Prospects:

■ Snack Foods	■ Canned / Bottled Food
■ Seafood	■ Wines & Spirits, Beer
■ Bakery Products & Ingredients	■ Specialty Foods, Tex-Mex Products & Ethnic Foods
■ Beverages	■ Confectionery / Desserts

Benefits of Participation:

- Your own 100 sq. ft. booth within Southern Originals Pavilion
- SUSTA will pay for shipment of up to 100 lbs. of product to show
- Professional on-site chef to prepare samples of your products
- Central lounge and meeting area in pavilion
- Fully furnished and decorated pavilion

Important Information:

- The cost of participation is **\$2,500** (Branded participants are eligible for up to 50% reimbursement) www.susta.org/services/map.html
- Show hours: Sunday-Tuesday (April 6-8), 10:00 am to 5:00 pm; Wednesday, April 9th, 10:00 am to 4:00 pm.



Visit the Events page at www.susta.org

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