



Distilled Spirits Outbound Trade

Mission to Kenya

Nairobi, Kenya
March 22-24, 2027

Kenya is East Africa's largest economy and a leading commercial hub, providing access to a regional market of more than 300 million consumers through the East African Community. With a population of more than 55 million, rising disposable incomes, rapid urbanization, and a growing middle class, Kenya offers one of the region's most dynamic consumer markets. The country's well-developed retail, distribution, tourism, and hospitality sectors continue to fuel demand for premium imported food and beverage products, while its strategic location and strong logistics infrastructure make it an ideal gateway for companies seeking to expand throughout East Africa.

Kenya's alcoholic beverage market is well established and continues to evolve as consumers increasingly seek premium, authentic, and internationally recognized brands. While domestic production accounts for much of the market, imports of distilled spirits have grown steadily in response to rising demand from hotels, restaurants, bars, specialty retailers, and affluent consumers. In 2024, Kenya imported more than \$33 million in whiskey and approximately \$8.5 million in grape-based spirits such as brandy and cognac, demonstrating sustained demand for imported premium spirits. U.S. whiskey alone accounted for more than \$2.4 million in imports, highlighting existing market recognition and opportunities for further expansion, this according to World Trade data.

This trade mission will provide U.S. distilled spirits suppliers with the opportunity to meet qualified importers, distributors, retailers, and hospitality buyers, gain firsthand insight into Kenya's regulatory and commercial landscape, and identify opportunities to expand sales in one of Africa's fastest-growing consumer markets.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before November 22, 2026)

Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing and retail tours
- In-country transportation to meeting locations
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*
- Reimbursement of lodging within the Federal per diem rate for one company representative with the submittal of required supporting documentation**

*Fresh/frozen/chilled products may be subject to separate allowances

**Participants must participate in all mission activities to be eligible for lodging reimbursement

Registration Deadline: January 22, 2027 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Alcoholic Beverages

Product Description: Distilled Spirits

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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