



Europe Beer, Wine & Spirits Inbound Mission to North Carolina & Maryland

North Carolina & Maryland
November 4-9, 2019

The European Union has an enormous potential with 340 million rich consumers. The last years the European economy and the consumer confidence is moving in a positive vein and for the upcoming short-run the experts expect ongoing market growth. The emerging European markets also have a greater “hunger” for more luxury international products than only the basic food products. The European market’s interest for special American craft beers, bourbons and more exclusive wines is increasing. More than 15% of all the American craft beers are exported, trend upward. The USA ranks on the 3rd or 4th place as European import country for food and drinks.

This European Inbound Beer, Wine and Spirits Trade Mission is ideal for renowned or award-winning wineries, brewers and distillers in Maryland and North Carolina that have a proven track record in the U.S. market along with strong packaging and marketing support. This mission will include one-on-one meetings and/or facility visits by agents.

Participation Fee: \$25 (One-on-one meetings/site visit in Maryland on November 5th – November 6th);
\$25 (One-on-one meetings/site visit in North Carolina on November 7th – November 8th);

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Europe

Registration Deadline: September 20, 2019 (No refunds for cancellation after August 4, 2019)

Industry Focus: Retail Products

Product Description: Wine, Distilled Spirits and Craft Beer (ex. still red and white wines and whiskey)

Activity Managers

North Carolina Department of Ag. & Consumer Services

John Hammond
International Trade Specialist
(919) 707-3160
John.Hammond@ncarg.gov

Maryland Department of Agriculture

Theresa Brophy
Director of International Marketing
(410) 841-5781
Theresa.Brophy@Maryland.gov

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139
www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

