



Canada Beer, Wine & Spirits Virtual Trade Mission

Virtual
May 19, 2021

Canada is the top destination for U.S. exports of beer, wine and spirits products, with a total of \$814 million in exports in 2019. Market access in Canada is highly regulated and controlled by provincial liquor marketing boards. In general, all beer, wine or spirits products must be “listed” by the provincial liquor control boards or agencies before they can be sold to Canadian consumers. This includes both domestic and international brands. In most provinces, U.S. exporters must have a registered agent who provides the necessary marketing support, to obtain a provincial liquor board listing.

SUSTA is offering a Virtual Trade Mission focused on beer, wine and spirits exports to Canada. The activity is designed to help you understand and navigate the market entry regulations and connect you directly with Canadian beverage alcohol agents through one-on-one buyer meetings – done in a virtual format. SUSTA’s consultant in Canada will also manage shipments of your product samples directly to targeted agents, so they have an opportunity to sample and appreciate your products during your one-on-one meetings. This mission is geared towards experienced exporters or beer, wine and spirits companies with accolades, awards and proven sales results in multiple states.

Participation Fee: \$25

Important Dates:

- **Week of April 5:** One-on-One Meetings with SUSTA’s Canadian in-country consultant
- **May 3rd:** Webinar
- **May 19th:** Virtual Meetings with Buyers

Fee Includes:

- Market **Access** Webinar
- One-on-One Meetings with Canadian agents
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: April 7, 2021 (No refunds for cancellation after this date)

Industry Focus: Alcohol Beverages

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

Activity Managers:

North Carolina Dept. of Ag. & Consumer Services

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

Maryland Dept. of Agriculture

Mark Powell
Chief, Marketing
(410) 941-5770
Mark.Powell@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.

SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

