



Europe Inbound Trade Mission to North Carolina & Summer Fancy Food

*Raleigh, North Carolina and New York City, New York
June 25-27, 2026*

The European market for value-added products and specialty foods continues to thrive, driven by evolving consumer preferences, culinary innovation, and a growing emphasis on quality and uniqueness. The market includes a wide range of items, including gourmet foods, artisanal products, organic offerings, and ethnic specialties. Other industry trends include value-added products and specialty foods that offer superior quality, authenticity, and indulgence, foods that align with a focus on health and wellness, ethnic and international flavors, ready-to-eat meals, grab-and-go snacks, single-serve portions, and pre-packaged gourmet foods cater to consumers looking for quick and hassle-free meal solutions without compromising on taste or quality, products that are produced using sustainable practices, ethical labor standards, and responsibly sourced ingredients, specialty foods with compelling stories, authentic origins, and transparent production processes.

Registering for this event will allow companies to meet one-on-one with qualified buyers from Europe in either North Carolina or in New York the day before the Summer Fancy Food Show and explore the European market at a very low cost.

This event is taking place in conjunction with the Mexico and Japan Inbound Trade Missions to the Summer Fancy Food Show

Participation Fee: \$35.00

- One-on-one meetings in Raleigh, North Carolina (June 25)
Or
- One-on-one meetings in New York (June 27)

Fee Includes:

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

Registration Deadline: May 25, 2026 (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: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description: Artisanal, Beverages, Cocktail Drink Mixes, Condiments, GMO and Gluten-free, Ethnic Foods, Frozen Deserts and Entrees, Organic and Natural, Nut Butters

Activity Managers

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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 \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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