



Europe Beer, Wine & Spirits Virtual Trade Mission

Virtual
October 27-30, 2020

The European Union has an enormous potential with 340 million rich consumers. 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.

Please join us in this exciting opportunity to meet with European Buyers without every leaving your home! The mission includes a virtual consultation with our European Consultant, Phaff, so they can become familiar with your products. You will then receive a Market Assessment which will include market background information, labeling requirements and market trends. The days of the mission will include a webinar on the European Market, and one-on-one meetings with buyers.

Participation Fee: \$25.00

Important Dates:

- Week of August 24th: Market introduction one-on-one virtual meetings
- October 12th: Customized Market Assessment delivered to participating companies
- Week of October 27th: One-on-one virtual meetings with European buyers

Fee Includes:

- Market introduction one-on-one virtual meetings with European trade representatives
- Customized Market Assessment
- One-on-one meetings with European buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: August 19, 2020 (No refunds for cancellation after this date)

Industry Focus: Retail Products

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

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