



## Canada Beer, Wine and Spirits Virtual Trade Mission

Virtual  
November 9-13, 2020

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.

**Participation Fee:** \$25

### Important Dates:

- September 9<sup>th</sup>: Introductory all-participant meeting
- October 2<sup>nd</sup>: Companies send products samples to designated address
- Week of November 2<sup>nd</sup>: Beer, Wine and Spirits Market Access Webinar
- Week November 9<sup>th</sup>: One-on-one meetings with Canadian

### 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: September 4, 2020 (No refunds for cancellation after this date)**

**Industry Focus:** Retail Products

**Product Description:** Wine (dry, non-sweet wines preferred), Distilled Spirits and Craft Beer

### Activity Manager:

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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.