



Mexico Outbound Trade Mission – Alcoholic Beverages

Mexico City, Mexico
August 24-26, 2027

Mexico is one of the largest and most strategically important markets for U.S. agricultural and food products. In 2025, Mexico was the largest market for U.S. agricultural products reaching \$30.625 billion in exports, a 1-percent increase from the previous year. That same year, distilled spirits exports reached \$127.48 million, and wine & related products \$27.14 million. Although a price sensitive and competitive market, Mexico’s food service sector continues to benefit from strong tourism and rising domestic consumption, creating opportunities for U.S. exporters offering high quality alcoholic products.

The Outbound Trade Mission includes in-market briefing, retail tours, and one-on-one meetings with qualified buyers in Mexico City.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before March 26, 2027)

Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing and retail tours
- In country transportation to meeting locations
- Interpreter Services (please request in advance)
- Shipping of up to 100 lbs. of product samples through SUSTA’s designated freight forwarder*
- Reimbursement of lodging (within the [Federal per diem rate](#)) for one company representative with submittal of required supporting documentation**

*Fresh/frozen/chilled products may be subject to separate allowances

**Participants must participate in all mission activities to be eligible

Registration Deadline: May 28, 2027 (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: Alcoholic Beverages

Product Description: Beer and non-alcoholic beer, Wine, and Distilled Spirits, and ready to drink cocktail

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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 \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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