



Europe Distilled Spirits Inbound Trade Mission to North Carolina & Texas

*Raleigh, North Carolina and
Austin, Texas
November 2-4, 2027*

The EU currently consists of 27 Member States with approximately 450 million consumers. EU Member States share a customs union, a single market in which goods can move freely, a common trade policy, and a common agricultural and fisheries policy. The EU is the top 3 trade partner for the United States agricultural products. In 2025, the European Union was the top market for U.S. spirits with exports reaching \$1.2 billion, reflecting the consumer demand and growing footprint of U.S. alcoholic beverages in the European territory. U.S. products are known for their high quality, aging standards, and distinctive flavors.

This trade mission offers producers from the SUSTA region the opportunity to showcase distilled spirits, to key buyers, importers, and distributors from Europe.

Participation Fee: \$35.00

- One-on-one meetings in Raleigh, North Carolina – November 2-3, 2027
or
- One-on-one meetings in Austin, Texas – November 4, 2027

Fee Includes:

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

Registration Deadline: **September 15, 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: Distilled Spirits (bourbon, rye whiskey, rum, gin, and specialty spirits)

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.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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