



Canada Inbound Beer, Wine and Spirits Trade Mission

Maryland, North Carolina and Texas
July 23-28, 2018

Canada is the top destination for U.S. exports of high-value agricultural products, with a total of \$16.2 billion exported to Canada. Some of the top export categories include: fresh and processed fruits and vegetables, meats, prepared food, snack food, wine and beer, and pet food. Overall, at \$20.2 billion, Canada is the second largest export market for U.S. agricultural products. In 2016, wine and beer exports to Canada summed up to \$583 million.

The federal Importation of Intoxicating Liquors Act gives the provinces and territories full control over the importation of intoxicating liquor into their jurisdictions. Provincial liquor commissions control the sale of alcoholic beverages in Canada and the market structure can vary considerably from province to province. Alcoholic beverages can only be imported through the liquor commissions in the province where the product will be consumed. In general terms, U.S. exporters are required to have their products "listed" by the provincial liquor control agency. In many provinces, U.S. exporters must have a registered agent who provides the necessary marketing support within the province to obtain a provincial liquor board listing.

This Canada Inbound Beer, Wine and Spirits Trade Mission is ideal for renowned or award-winning wineries, brewers and distillers in Maryland, North Carolina and Texas that have a proven track record in the U.S. market along with strong packaging and marketing support. This mission will include one-on-one meetings and/or facility visits by agents.

Participation Fee: \$25 (One-on-one meetings/facility visit in Baltimore, MD, July 23-24); \$25 (One-on-one meetings/facility visit in Raleigh, NC, July 25-26); \$25 (One-on-one meetings/facility visit in Austin, TX, July 27-28)

Fee Includes:

- Pre-arranged matched one-on-one meetings and/or facility visits with Canadian agents
- Travel and accommodations are the responsibility of the company.

Registration Deadline: April 20th, 2018 (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)

Activity Managers:

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