



Canada Beer, Wine and Spirits Outbound Trade Mission

Toronto, Ontario
May 14-16, 2023

Canada is a highly developed economic market and a leading export destination for U.S. agricultural products, offering a stable financial market and sophisticated logistics network supporting \$136 million USD of daily two-way trade in food and agricultural products. Canada was the number two overseas market for U.S. food and agricultural exports in 2020, importing \$17.1 billion of U.S. high value, consumer-oriented goods. Spending on alcoholic beverages during the first three quarters of 2020 was up 8.6% from 2019 at \$15.564 billion USD.

This mission will primarily target beer and spirits companies that are already exporting or are ideal candidates for exporting to Canada. The trade mission will include a retail store tour, one-on-one agent meetings, a market overview and labeling presentation. If the dates align, the mission will include a visit to the 2023 Liquor Board of Ontario (LCBO) Trade Day, an event which includes informative presentations by LCBO leadership and tactical breakout sessions focused on its strategic business plan for the year ahead. The LCBO has not yet confirmed a date for this event; however, last year it took place during the first week of May. If the LCBO does not confirm dates early enough or if the Trade Symposium falls in a different week, the mission will proceed without the LCBO Trade Symposium component.

Participation Fee: \$600 Early Bird Special: \$400 (if you register and pay before March 14)

Fee Includes:

- Market briefing & tour (LCBO stores)
- Attend LCBO Trade Day
- One-on-one Meetings
- Reimbursement of up to \$100 in sample shipping costs, with proper documentation
- Reimbursement of one (1) company representative's lodging (up to the government per diem rate) OR airfare with proper documentation

Registration Deadline: April 14, 2023 (No refunds for cancellation after this date)

Industry Focus: Alcoholic Beverages

Product Description: Wine, Distilled Spirits, Ready-to-drink products and Craft Beer (ex. still red and white wines and whiskey)

Activity Managers:

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