



Alcohol Beverage Outbound Trade Mission to Atlantic Canada

Atlantic Canada
July 21-25, 2025

The alcoholic drinks market in Canada has been experiencing significant growth in recent years, with Canadian consumers showing a preference for craft products and premium spirits. The growth of the market in Canada can be attributed to several factors. Firstly, the country's strong economy and high disposable income levels have allowed consumers to spend more on premium and craft alcoholic beverages. Additionally, changing demographics, with a growing population of millennials and young professionals, have contributed to the increased demand for innovative and unique alcoholic drinks. Furthermore, the tourism industry in Canada has played a significant role in driving growth.

Atlantic Canada is the region of Eastern Canada comprising four provinces: New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island. Through this trade mission, suppliers of alcohol beverages will travel to Halifax, Nova Scotia, and Fredericton, New Brunswick to meet with provincial agents, liquor board buyers, and to showcase their products. Participants will have an opportunity to gain experience about general import procedures and business practices in the region, as well as visiting local liquor stores.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before March 21, 2025)

Fee Includes:

- Pre-arranged matched one-on-one meetings with key agents and buyers from Canada.
- In-country transportation to meeting locations
- Market briefing and retail tours
- Reimbursement of up to \$150 in shipping costs plus import fees paid by in-country consultant

Registration Deadline: April 21, 2025 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Beer, Wine, and Spirits

Product Description: Beer, Wine, and Spirits*

* Private label products and consultants representing multiple brands are not suitable for this activity due to government regulations.

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If you have a question about an event, feel free to contact us at events@susta.org

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