

OUTBOUND MISSION

2023 CANADA HOT SAUCE OUTBOUND MISSION

Sunday, Oct 22 - Thursday, Oct 26, 2023
Registration: Wednesday, Jul 26 - Wednesday, Sep 20, 2023
Toronto, Canada | Canada | North America

<https://wusata2.avibe-stag.com/e/WVX47A3>

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the Oregon Department of Agriculture announce participation and registration in the following activities:

2023 Canada Hot Sauce Mission & Trade Show

Toronto, Canada

October 22 - 26, 2023

Learn more about the Canada market and how your hot sauce company can begin the exporting journey.

Canada was the third largest export market for U.S. food and agricultural exports in 2021, importing \$25 Billion of U.S. high-value, consumer-oriented goods. Unparalleled regulatory cooperation, comparability and trustworthiness in food safety systems, sophisticated transportation logistics and financial markets, geographic proximity, similar consumer preferences, and relatively affluent consumers are among the reasons why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

Traditional condiments are taking a backseat as Ontario residents indulge in the scorching blends of American hot sauce brands. From poutines to gourmet burgers and maple-infused dishes, hot sauce has become the essential ingredient transforming ordinary meals into unforgettable taste experiences.

WUSATA will be hosting a hot sauce only Trade Mission in October, that will allow companies to travel to Toronto and attend numerous hot sauce related buyer meetings and events.

Benefits of Participation - Product Representation:

- Learn more about New-to-Export Opportunities in the Canada Market.
- Evaluate how your product fits in the marketplace.
- Present your products in a hot sauce themed booth at the Food Innovations Trade Show.
- Shipping of Sample Products up to \$500 reimbursement
- Your Product will be displayed and represented by a professional Brand Ambassador at the trade show

~~Additional Benefits of Participation — In-Person Participation:~~ SOLD OUT

~~• Meet with buyers, brokers, and distributors interested in the hot sauce category.~~

~~• Hotels covered for 1 company representative during the mission~~



PRODUCT DESCRIPTION

Hot Sauce

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Canada

Tentative Itinerary:

October 22, 2023 – Travel to Toronto

October 23, 2023

• ~~USDA Overview Canadian Market (In-Person Only)~~

• ~~Retail Tours (In-Person Only)~~

• Grocery Innovations Canada Show

• ~~Open Reception (Featuring food truck including hot sauces from participating companies) (In-Person Only)~~

October 24, 2023

- Grocery Innovations Canada Show
- Booth, featuring participating products.

October 25, 2023

- Grocery Innovations Canada Show
- Booth, featuring participating products.

October 26, 2023 – Travel Back

Participation Fee:

~~\$250 for In-Person Participation (Travel Required)~~ SOLD OUT, \$100 for Product Representation (No Travel Required)

Registration Deadline: September 20, 2023