

PROMOTION

2013 MEXICO: RETAIL IN-STORE PROMOTION

Thursday, Aug 1 - Monday, Sep 30, 2013

Registration: Monday, Feb 25 - Saturday, Mar 30, 2013

Mexico City, Monterrey, and Guadalajara, Mexico | Mexico

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **Mexico Retail In-store Promotion - Mexico City, Monterrey and Guadalajara, Mexico; August - September, 2013.** If you are interested in the Mexican market, this activity will allow you to get your foot in the door with key retailers and test market your product. With a market assessment, retail placement, trained personnel to meet with the public, a cooking demonstration, and feedback at the conclusion of the event, this is an opportunity not to be missed. **Benefits of Participating:** * Export readiness assessment by Mexico in-country contractor * In-country liaison with retailers to arrange in-store promotion * 96 sampling days that will be distributed between several retailers, subject to product approval by buyers * Poster and POS merchandising material for retailers and provided to central market wholesalers * Demo personnel in top retail stores, covering 4 stores per day during a 4-week period * In-store cooking demonstration of your product * Final report with performance assessment and feedback from retailers WUSATA is pleased to announce an in-store promotion at key retail outlets in three cities during August and September. This activity provides you with a unique opportunity to get your product placed in key retail outlets for the promotion.

PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Retail Products

