



## AGROSMARTglobal US TRADE MISSION – LEARNING EXPEDITION

7-11th OF MARCH 2023 – NEW YORK

### PROGRAM

**From 20-27th February 2023:** survey for preparing the participation to Vinexpo - specific questionnaire sent to the companies, here is the link: [lien](#)

**Monday 27th of February 2023 at 4 to 5.30 pm:** online webinar with all the participants for preparing their visit to Vinexpo America & Drinks America – New York

**Link** [Cliquez ici pour rejoindre la réunion](#) // Replay of the webinar: [AGROSMARTglobal WEBINAR - US TRADE MISSION - LEARNING EXPEDITION-20230227\\_160733-Enregistrement de la réunion.mp4](#)

**6<sup>th</sup> or 7<sup>th</sup> of March 2023:** arrival in New York

**8<sup>th</sup> of March 2023:**

**Morning**

- **8.30 am:** The Millenium Hotel Broadway Times Square will be the meeting point for all the group in order to go to the room rent for the collective meeting
- **9-11 am:** collective meeting before going to the Vinexpo America & Drinks America:
  - presentation of the US Market: focus on the alcohol industry (duration around 1 hour)
  - check-list with the companies for a successful visit of the trade fair (duration around 1 hour)

**Afternoon:** visit of the trade fair – open till 6 pm

**9<sup>th</sup> of March 2023:**

**Morning:** visit of the trade fair

**Afternoon:** store-checks throughout Manhattan ; list of recommended addresses of locations with store descriptions and corresponding maps. Site visits conducted independently by the group (wine shops, supermarkets, food halls, restaurants, wine bars, gourmet stores).

→ **5 to 7 pm:** informal debriefing with the consultant to respond to delegation's questions and feedback, and to share ideas for prioritizing next steps and capitalizing on momentum generated from Vinexpo America (*if possible at the Millenium hotel*)

**10th of March 2023:**

**Morning:** Store-checks / **Afternoon:** free for visiting New-York

**11<sup>th</sup> of March 2023:** departure of New-York – Airport JFK

**Location of Vinexpo:** **Jacob K. Javits Convention Center – Hall 3** 445 11th Ave (Corner of 11th & 38th) New York, NY 10001

Vinexpo America | Drinks America reunite the beverage alcohol industry in Manhattan on March 8-9 2023 with two days of tastings, education, networking and business.

In 2022, over 2,500 wine and spirits professionals participated.

The 10 partners of the AGROSMARTglobal project:

**Caution:**

- For entering the US, you need to be vaccinated against COVID (a minimum of 2 doses)
- You will have to fill a specific form before: an ESTA (electronic system for travel authorization, cost of 21\$ : <https://esta.cbp.dhs.gov/>
- A valid biometric passport 6 months after the date of your trip return
- Each partner will deal with its accommodation bookings. During the trade mission, meals and transport, will be paid by each participant.
- An electric plug adapted to the US system for your mobile phones, computers

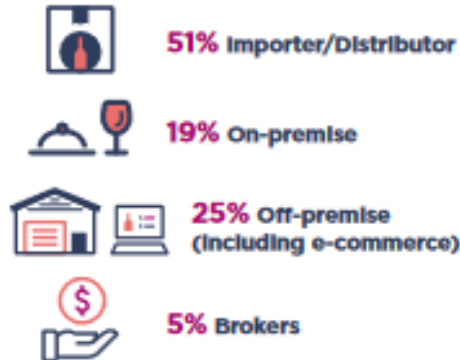
**VINEXPO AMERICA & DRINKS AMERICA**

<https://www.vinexpoamerica.com/>

# ATTENDEE PROFILE

Vinexpo America | Drinks America attracts top beverage alcohol buyers from North America and beyond. In 2022, over 2,500 wine and spirits professionals gathered in the heart of Manhattan to discover and purchase new products, conduct meetings, and establish new relationships. The purchasing power of these buyers is extraordinary. Don't miss the opportunity to introduce and promote your product to these top buyers. Exhibit at Vinexpo America | Drinks America on March 8-9, 2023.

## BUYERS BY INDUSTRY TYPE



## JOB TITLES



## GEOGRAPHICS



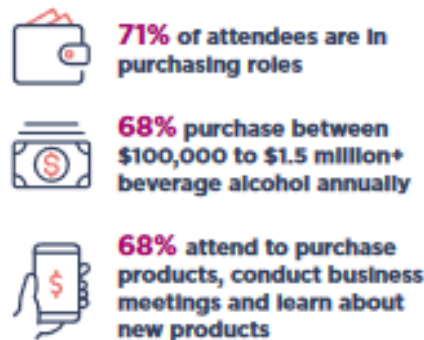
93% of attendees are from North America

43 US states represented

### Top states include:

New York, New Jersey, Connecticut, Florida, California, Pennsylvania, Massachusetts, Texas, Maryland and Illinois

## PURCHASING POWER



## KEY BUYERS

A robust Key Buyer program offers top beverage alcohol buyers complimentary attendance and special perks leading up to the events and on-site.

### Sample list of Key Buyers:

- BevMol (148 US locations)
- Binny's Beverage Depot (44 US locations)
- BJ's Wholesale Club (236 US locations)
- Breakthru Beverage
- Darden (1800+ restaurants worldwide)
- Delta Airlines
- Fedway Associates
- FreshDirect
- Marriott Vacations Worldwide
- Naked Wines
- Starr Restaurants (35 US locations)
- T. Edward Wines & Spirits
- Vivino
- Whole Foods Market (503 US locations)
- Wine.com
- Winebow

See page 2 for large sample list of attendees



# MEET TOP NORTH AMERICAN BUYERS

IMPORTER	IMPORTER & DISTRIBUTOR	DISTRIBUTOR	OFF-PREMISE	ON-PREMISE
<p>4Front Imports American Spirits Exchange Arcadia Imports Artisanal Wine Importers Bayfield Importing Ltd Bonhomie Wine Imports Crush Imports D'Apuzzo Import Group Dalla Terra Winery Direct Davies Family Selections Divin Paradis Dreyfus Ashby &amp; Co. Gabriella Importers &amp; Distributors of Fine Wines Hill City Imports Keystone Importers Kobrand Latitude Beverage Loubaton Imports, LLC Luneau USA MHW, Ltd MJM World Imports New England Wine &amp; Spirits Olé &amp; Obrigado Pacific Highway Wines &amp; Spirits Palm Bay International Park Street Imports Taub Family Companies Tre Amici Imports Inc. Tri-Vin Imports Universal Beverage Importers Votto Wines Wine Access</p>	<p>A.H.D. Vintners Aidil Wines &amp; Spirits Apollo Fine Wines &amp; Spirits BNP Distributing Company Breakthru Beverage Group Frederick Wildman &amp; Sons Gasko and Meyer Inc. Global Wine Imports, LLC Grand Cru Selections Harvest Importing Interbalt Products International Spirits &amp; Wines LLC Kylix Wines Lieber Fine Wines and Spirits LVC Las Vegas, Inc. Massanois Fine Wine &amp; Craft Spirits Monsieur Touton Selection New England Wine &amp; Spirits Olde World Wine Imports Opici Family Distributing Simone International Skurnik Wines &amp; Spirits Stocum &amp; Sons SolStars Southern Glazer's Wine &amp; Spirits T. Edward Wines &amp; Spirits The House of Burgundy, Inc. Verity Wine Partners Vine Connections Vino at Spiritus, LLC Wineberry America LLC Wine Universe Corp Winebow</p>	<p>Ajax Turner Co. Allied Beverage Artisan Fine Wines Brooklyn Spirits LLC Caribbean International Constellation Brands DeCrescente Distributing Disalvo &amp; Sons Wine Distribution Empire Merchants Eurovintage Intl. Fedway Associates Global Alliance Distribution Heidelberg Distributing Company Johnson Brothers Kinson Wholesale, Inc. Left Bank Wine &amp; Spirits Company Liberation Distribution (LibDib) Martignetti Companies MFW Wine Co. Mims Distributing MS Walker Prime Beverage Group Proximo Spirits Quality Wine &amp; Spirits Renaissance Wine Merchants Ltd. Republic National Distributing Company Royal Wine Corp Seaman's Beverage and Logistics Star Distributors Inc. United Stars Corporation Vintage Wines, Inc. Wismettac Asian Foods, Inc. Young's Market Company</p>	<p>67 Wine &amp; Spirits Amaro Spirits &amp; Wine AmazonFresh Apparition Wines &amp; Spirits Applojack Wine &amp; Spirits Astor Wines &amp; Spirits Authentic Wine and Spirits Merchants Bright Cellars Binny's Beverage Depot B.J.'s Wholesale Club Bottle King Bourbon Street Wine and Spirits Buy-Rite Wines &amp; Spirits Chambers Street Wines City Wine Merchant De Luc'As Fine Wines Direct Wines Inc. Drizly Eastside Cellars Fairway Market Food Corp. FreshDirect Gargoyle Wine Club Gary's Wine &amp; Marketplace Giant Eagle Gramercy Wine &amp; Spirits JJ Buckley Fine Wines Kindred Spirits &amp; Wine Lidl Liquor Barn Liquor Control Board of Ontario Lot18 Martha Stewart Wine Co. Naked Wines New Hampshire Liquor Commission Rallo Wines ReserveBar Sherry-Lehmann Wine &amp; Spirits ShopRite Societe Commerciale Clement Int Sotheby's Wine Stew Leonard's The Wine Cellar Top Ten Liquors Total Wine &amp; More Vivino Wakefern Wegmans Food Markets Whole Foods Market Wine Library Wine.com WTSO (Wines 'Til Sold Out) Zachy's</p>	<p>Ascari Hospitality Group Barclay Intercontinental BarNone Wine Beer Spirits BLT Prime Boston Harbor Hotel BRG Hospitality City Winery Darden Delta Airlines Fleming's Prime Steakhouse and Wine Bar Four Seasons Gerber Group Hard Rock Hotel &amp; Casino Hilton Worldwide Hyatt Hotels Corporation Jean-Georges JW Marriott International / The Ritz-Carlton Las Vegas Raiders Le Bernardin Legal Sea Foods Lowe's Hotels Mandarin Oriental / The Alinea Group Marriott Vacations Worldwide Mistral Momofuku PSD Hospitality Racines NY Royal Caribbean International Ruth's Chris Steak House Starr Restaurants Sweet Hospitality Group The Philadelphia Club The Union League of Philadelphia Topgolf Union Square Hospitality Group United Airlines University Club</p>

