



Australian Government
Austrade

Discover Australia

Austrade Canada invites you to participate in the “**Discover Australia**” **food and wine** showcase. “Discover Australia” 2009 is built around the success of similar promotions organised by Austrade in Canada over the last 6 years.

“**Discover Australia**” will attract the interest of agents in the alcoholic beverages category as well as food brokers, importers, distributors, restaurateurs and retailers. The showcase is to determine prospects for Australian products and to link up with potential partners in the Canadian market.

Program Concept:

From past experience, greatest success comes from in-person participation at the events, to present your own products, get a first hand experience of the Canadian food and beverage market and receive face-to-face feedback from the agents, importers and distributors who attend.

The event in Toronto will be held in conjunction with Tourism Australia’s G’Day Canada week 12 to 16 May 2009. The format for the Toronto event will comprise of two segments the afternoon for trade only and the evening event to showcase Australian products to consumers.

Why should you participate?

- Access a market with over 33 million consumers and a similar business culture to Australia
- Increase your chances to identify a potential business partner
- Gain feedback on your products in a cost-effective manner
- Increase your brand awareness in Canada
- Network with industry leaders
- Gain first-hand knowledge of Canadian market and consumers needs.
- Use Austrade’s market knowledge and industry connections to get your product to the Canadian marketplace faster.

As a participant of the “Discover Australia” events you will;

- a. Have the opportunity to **meet with and discuss** your products with key industry contacts, agents, importers, distributors, agents, industry associations and retailers.
- b. Have your company and products listed in the **Buyers’ Guide**. A printed version of this catalogue will be distributed during the showcase and an online version promoted from May—November 2009.
- c. Benefit from an **in-market publicity and media campaign** to selected media editors.
- d. Gain **market knowledge** at a briefing prior to the showcase. This will be presented via video conferencing by Austrade Toronto.

Key Austrade Deliverables:

- Selection of appropriate venues for the three events in the three cities.
- Coordination of event logistics (i.e. room set-up, signage and catering).
- Contact with a target audience of wine agents looking to augment their existing portfolios, food brokers, importers, distributors and retailers as well as key wine and food industry influencers and media so as to provide participants with trade feedback on market prospects.
- An event brochure for attendees with a description of their products.
- One-on-one meetings with agents/importers following the trade tastings.
- In market briefing.

IMPORTANT INFORMATION

“**Discover Australia**” will take place in the following cities:

12 May 2009	Toronto
14 May 2009	Vancouver

Who Should Attend?

Australian companies who are seeking representation in the Canadian market in the following product categories:

- Wine
- Spirits, Beer and RTDs
- Organic food and beverages (shelf stable)
- Specialty/gourmet food (shelf stable)
- Snack Foods
- All Natural and Healthy Eating products
- Food products suitable for the grocery, foodservice, institutional, hospitality and industrial/manufacturing sectors

Deadline to Participate:

Apply before **Tuesday, 10 March 2009** to have our country and industry specialists assess whether this event offers opportunities that are well-matched to your business. If your application is successful we will send you an Event Participation Kit with all the information you need to prepare.

Key contacts:

To discuss your options further, please contact:
Marie Ross, Austrade Toronto
Email: marie.ross@austrade.gov.au
Tel. +1-416 323-9472

Did you know?

Austrade fees may be eligible expenses under the Export Market Development Grants (EMDG) Scheme? See our website for more details

www.austrade.gov.au/EMDG

Market Insights

Food

- *The Canadian food and beverage industry performed remarkably well in 2007 with the total sales through traditional food outlets (supermarkets, grocery stores and convenience stores) increased to \$C76 billion up by 3.2% over the previous year. Although Canadian grocery sales were up in 2007 by 3.2% - a substantial part of the higher sales was due to inflation (1.75% to 2%) which did not necessarily translate into commensurate positive margins and another factor was the ongoing price war between the large mass grocery retailers.*
- *Despite some fears that the US economic slowdown could have a ripple effect on Canada's macroeconomic indicators, the food and beverage market is expected to continue to sustain itself with projected increases just under 15% in value through to 2012.*
- *The Canadian food and beverage market continues to be a highly competitive with a number of multinational players operating in the market. The increased competition from both multinational manufacturers and mass grocery retailers are driving Canada's large national, medium sized regional and independent grocery retailers to seek alternative avenues of growth and differentiation.*
- *Canada offers an assortment of channels that can be utilized to bring product to market in the most efficient manner that benefits the manufacturer and retailer collectively. Many players call on all mainstream retail and foodservice sales channels and classes of trade and offer an assortment of services including importation, distribution logistics, category management, head office presentations, and promotional support.*
- *The outlook for 2008/09 depends on how consumers respond to a slowing economy. If, as forecast, unemployment increases slightly to 6.1% from 6.0% and personal disposable income grows by 3.5% as opposed to 4% will consumers reconsider the value propositions of the brands and products they currently buy in light of the uncertain economic climate. Or will consumers conclude that the premium charged for reputable brands (including private label), organic, natural and healthy products is a wise and modest investment in their health (particularly in light of recent food safety incidents in Canada).*

Wine:

- *Canada continues to hold its position as Australia's 3rd largest market for wine exports. The Canadian market for Australian wine continues to show strong growth. In 2007 the total value of imports of Australian wines was CAD306 million an increase of approx. 5% compared to the previous year.*
- *The Canadian market for imported alcoholic beverages operates in a highly regulated environment. Provincial Liquor Boards have sole authority to import alcoholic beverages into Canada, with the exception of the Alberta Liquor Control Board.*
- *The Canadian alcoholic beverage industry's 2007/2008 annual sales was reported to be around CAD 18.5 billion – up by approx 4.9% from the year before. This advance reflects, in part, the 1.4% increase in the population aged 15 and over and as consumer tastes have become increasingly sophisticated and sales of specialty and premium products have increased.*
- *Overall the Canadian alcoholic beverage market is mature with sales growth held back by a number of factors including regulations regarding consumption, high taxes on alcoholic beverages, health concerns, aging population, and an already high consumption rates for beer and spirits.*
- *Market shares for the three alcoholic beverage types have changed substantially during the past decade. In 2007 beer has declined to 47% (from 52% in 1997), spirits to 25% (from 27% in 1997) and wine increased to 28% (from 21% in 1997).*
- *The Canadian wine market sector continues to grow. Wineries, liquor stores and agencies sold CAD 5 billion worth of wines in fiscal year 2007 up 9.5% from the previous period. In volume terms, Canadians bought 40 million 9 litre cases of wine in 2007, up 7% from 2006.*
- *Imported wines continue to dominate the market - 75% of all wines drunk in Canada are imported. Consumption in the imported category is expected to increase by 20.2% between 2005 and 2010 to reach 2.497 million hectolitres - representing 71.5% of total volume consumed by the end of the period. France is the leading supplier of wines to Canada followed by Italy and Australia.*
- *Australia is the largest supplier of imported wine to the Provinces of Alberta, British Columbia and Ontario. The provinces of Ontario, British Columbia and Alberta account for approximately 75% of Australian wine sales to Canada. While these markets are showing excellent results, Australian wines are also experiencing similar success in the other markets such as Quebec, Manitoba, Nova Scotia and Newfoundland.*
- *The emphasis on waste reduction has led to the Provincial Liquor Boards implementing a number of environmentally friendly initiatives. A major one has been the introduction on environmentally friendly alternative packaging (i.e. tetra packs, PET bottles, light weight glass and other options). These alternative forms of packaging are entering the market at a rapid speed in view of the Liquor Boards' commitment towards recycling and reducing waste. The emphasis by the Canadian governments on environment and waste reduction resonate with those of the Australian government's priorities on recycling and "green" products.*

Your participation package

Participation Costs:

The following fee for service costs will be applicable for Australian companies participating in the "Discover Australia" program:

\$A1140 towards direct costs associated with "Discover Australia" events (\$A570 per city x 2 cities)

PLUS

\$A1520 (8 hours @ Austrade's rate of A\$190 per hour) to cover Austrade services and key deliverables

Total cost = A\$2660

Note: You may wish to choose which city you will participate in and the costs will be prorated accordingly.

Next Steps:

Space is limited and preference will be given to wineries and food suppliers who intend to visit in person. If you are interested in participating please complete the attached form and return it via fax by Tuesday, 10 March 2009.

For further details please contact:

Marie Ross
Senior Business Development Manager
Austrade Toronto
Direct Telephone: 416-323-9472
Mobile: 416-301-5460
Fax: 416-323-3910
Email: marie.ross@austrade.gov.au

Please Note: We strongly recommend that you attend the show, as a personal presentation is effective and demonstrates your commitment to potential Canadian business partners and increases the chances of conducting business on the spot. However, Austrade will accept a limited number of participants that are unable to attend in person.

Participation Details:

Companies will be required to ship product samples and brochures, provide price lists and a one-page bullet point handout of product benefits. All companies will bear the cost of shipping product samples and literature to the Austrade office(s) and each tasting venue as needed. Samples will not be returned unless prior arrangements are made with Austrade for return at the cost of the participant. Instructions on shipping of wines will be sent upon your registration confirmation.

- The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- The Participation Fees as set out in the event brochure are indicative only and subject to currency rate variations. The Participation Fee when calculated in Australian currency at the time of invoicing may increase from the amount set out in the event brochure. Any increase when calculated in Australian currency will remain the sole responsibility of the Applicant.
- Freight costs for samples are not included in this package.
- If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours.
- You may also be eligible to claim some of your marketing and promotion costs associated with this event through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

Discover Australia (Food and Beverages)

Event Contract

PLEASE NOTE: Acceptance of your application is not confirmed until you have received formal notification from Austrade. Austrade is not bound to accept any application and shall only do so at its sole discretion so as to best facilitate export. This application will become a binding contract only upon Austrade's receipt of your payment.

Please return original by fax to: Austrade Toronto on Fax # +1 416-323-3910

Project Details

Exhibition: Discover Australia

Location: Canada

Closing Date for Contract Return: 10 March 2009

Supplier Details

Company Name: insert company here

ABN:

Contact Person:

Position:

Email address:

Mobile:

Ph:

Fax:

Website:

Postal Address:

State: ***

Postcode: ****

YES we wish to participate

Cost of Participation:	Costs A\$	Comments
Direct Costs: Cost for Venue Cost for room set-up, rental of glasses and other items required for presentation of wine and food. Cost for food Customs broker fees Corkage fees for wine Obtaining special occasion permits to serve alcoholic beverages Liquor Board mark-up fees	\$ 1140	\$570 per city x 2 cities
Austrade Fee for Service: <ul style="list-style-type: none"> Project manage and organisation of all facets of the events Preparation, printing and mailing out of invitations Preparation and printing of show brochure Research and compilation of invitees lists and follow-up to ensure targeted audiences attend the events. Liaison with Liquor boards, Canada customs and other authorities to facilitate importation and presentation of alcoholic beverages. Promotion of events and participants. Inclusion in Austrade Canada's website. 	\$ 1520	8 hours@ \$190 per hour
Total Cost A\$	\$A 2660	

Discover Australia (Food and Beverages)

Event Contract

Payment Authority

Please advise us as to your preferred method of payment.

Please provide your Credit Card details so that work can commence on your assignment. If payment by Credit Card is not your preferred option please select ***I would prefer to be invoiced*** (if this method of payment is selected payments will be due 30 days from the invoice date).

MASTERCARD

VISA

AMERICAN EXPRESS

DINERS

I WOULD PREFER TO BE INVOICED

Credit Card Details

Card Number:

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Card Holders Name:

Card Holders Signature

Card Expiry Date:

Authorization

I declare that this information is true and correct in every particular. I agree to the **Proposal Conditions below and Payment Terms above** in connection with this project. I agree to pay the total participation fee as indicated in this agreement. I agree to be bound by Austrade's Service Policy.

Authorised Representative: print name

Position:

Signature:

Date: