

## USA Trade Tasting 2016 Sets Strong Foundation

International trend-setters in the beverage trade industry convened in New York City this week to sample the best in beer, wine and spirits at the USA Trade Tasting (USATT) event, hosted by the Beverage Trade Network. The international trade fair, which was attended by over 1000+ visitors, brought together 180 exhibitors, including prominent organizations from some of the world's top wine-growing nations, such as France, Italy, Germany, Australia, South Africa and Portugal. Blending the established with the up-and-coming, the event also hosted debut offerings from a plethora of award-winning spirits, ciders and craft beer producers.

Harnessing the networking power of BTN, the trade fair attracted importers, distributors and retailers from over thirty countries, ready and willing to make deals. Finding the right product to complement their roster was hindered only by the wide variety of choice available at the event, which feature more than 1000 SKUs on offer.



*A view of the Grand Tasting Floor*

“We are extremely pleased with the response we’ve received from the exhibitors at USATT’s inaugural event,” said Sid Patel, the CEO of Beverage Trade Network and Director of USA Trade Tasting. “The quality of the exhibitors and the satisfaction of both distributors and visitors alike has set the bar extremely high for years to come.”

Patel's enthusiasm was shared by people who attended the event:

*"Congratulations on the success of the inaugural USA Trade Tasting Conference! I received a lot of positive feedback from attendees. The consistent response related to the "quality of the people" they met."*

*Donna H. Hartman, Esq. OlenderFeldman LLP*

*"The show was very well organized and executed and was a perfect fit for us as we were able to connect with lot of small and medium size distributors and spend quality conversations with them."*

*Carl Morandell, Sales Manager at Morandell Imports.*

*"We have signed up with BTN since 5 years and were their first 10 members and since then we have stayed with them. That says a lot in what they are building here."*

*Chander Arora, Vodquila Brands*

*"The Brand Pitch Sessions were great. We are able to pitch to 30 importers in 15 minutes that resulted in some inquiries at our table after that."*

*Yngvild Steytler, Kaapzicht Wine Estates, South Africa.*

The first two days of the event included a number of innovative campaigns delivered in concert with the exhibition, including the popular Brand Pitch Sessions, a networking system designed to streamline the brand solicitation process by matching brand owners with interested importers and distributors. Additionally, a series of master-classes were offered in *The Wines of South Africa, World of Whiskies, and the New York Wines Organization*. These campaigns added texture and diversity to the activities available at USATT and served to complement the Grand Tasting experience.



*Masterclass*

On the third day the much-anticipated Educational Conference drew representatives from both up-and-coming and established brands, as influential industry-leaders offered key strategic insights through tutorial-format presentations. Topics included best practices in sales, distribution and marketing, and gave participants practical, effective take-aways for the day-to-day operation of their businesses. Notable presentations included: an in-depth market analysis from Danny Brager, of *Nielsen*; a seminar on the benefits of and challenges to developing a rock-solid employee base offered by Josh Wand, of *BevForce*; and a comprehensive break-down of international sales planning by Jim Ryan, of *Constellation Brands*.



*Kindra Hall at the Conference*

In attendance were a diversity of independent media outlets and reporters, as well as the USATT's official media sponsors: *Beverage Media Group*; *Food and Beverage Magazine*; *The*

*SOMM Journal; Meininger's; The Tasting Panel; Artisan Spirit; Distillery Age; Drinks International; The Beverage Journal; Distillery Trail; Microbiner; and Wine & Craft Beverage World.*

USATT was organized by [www.BeverageTradeNetwork.com](http://www.BeverageTradeNetwork.com), the world's leading platform for connecting importers, distributors and retailers with suppliers from around the world. It was the first in what will certainly become a mainstay of the international beverage industry's event calendar. "Results from this year's show clearly demonstrate that the trade show blueprint for networking solutions, developed by BTN, works inside the constraints of the three-tiered system," said industry veteran Steve Raye, President of *Bevology Consulting*. "In years to come this event will continue to open the door to better business."



*Networking at the Tastings and Conference*

Next year's USA Trade Tasting will take place at the Metropolitan Pavilion in New York, from May 16<sup>th</sup>-17<sup>st</sup>, 2017. For more information on USATT 2017, please visit [www.usatradetasting.com](http://www.usatradetasting.com), or contact Beverage Trade Network: (e) [info@beveragetradenetwork.com](mailto:info@beveragetradenetwork.com) (t) +1.941.592.9254.