

# VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

## MARKETING AND DEVELOPMENT SERVICES

### Specialty Food & Beverage Canadian Retail Promotion



The Virginia Department of Agriculture and Consumer Services' (VDACS) Office of International Marketing is sponsoring a Canadian retail promotion for specialty food and beverage products. VDACS staff and its Canadian trade representative are collaborating with a specialty retailer in the Greater Toronto Area regarding a partnership opportunity that would feature Virginia specialty products. VDACS will sponsor digital marketing to support the retail promotion and utilize its Canadian trade representative to create digital assets.

### Program Components

VDACS' Office of International Marketing staff and the Canadian trade representative will work with the Canadian specialty retailer to select Virginia companies and their products who are best positioned for success. Although Canadian-compliant labeling is not required to participate, all ingredients must meet Canadian regulations. Participation in the promotion does not guarantee a permanent listing with the retailer. Further opportunity will be based on the performance of the selected products. **Please indicate your interest for consideration in this retail promotion by June 18 to Amy Miller, [amy.miller@vdacs.virginia.gov](mailto:amy.miller@vdacs.virginia.gov).**

The program includes:

- VDACS sponsorship up to \$5,000 per company
- Opportunity to have products sold at a Canadian specialty retailer
- Ad campaign designed for Virginia products and launched by the VDACS Canadian trade representative

Investment from Virginia companies (\$500-\$2,000):

- Cost to ship products to consolidator in Buffalo, NY

Program Time Frame: August 2021

For additional information, please contact:

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**VDACS Canadian Trade Representative; Argyle: Heidi Kim, [hkim@argylepr.com](mailto:hkim@argylepr.com)**