

**MIATCO and Food Export USA – Northeast**  
 The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA – Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in various countries.



# Toasting Korea's Wine Market . . . Are Your Wines a Match?

**Korean Wine Promotion Sponsored by MIATCO and Food Export USA – Northeast**



## **Korean Market**

The U.S. remained the second largest exporter of wine to Korea in 2003, with a 15.7% share by value. After a few years of stagnation during the late 1990s, the Korean wine market is on a strong rebound, offering growing opportunities for imported wines at all price and quality levels. Consumers are paying more attention to new-to-market wines and willingly purchase products from more diverse origins in an effort to expand their experience and knowledge.

## **Why We Can Help?**

By subsidizing many of our services, we are able to bring services like these to U.S. food suppliers at minimal costs. Our mission is to assist small- to medium-sized companies that use U.S. agricultural products to make value-added foods, an advantage in exporting around the world.

## **For More Information**

Fax this back to 312.334.9230

- I am interested in Market Research
- I am interested in the Buyers Mission

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 Company

\_\_\_\_\_  
 Contact name

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 City, state, zip

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 Phone

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 Fax

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 E-mail

## **Primary Market Research For Your Wines**

Are you interested in the Korean market but wonder how Korean importers would react to your products? Now you can find out! MIATCO and Food Export USA – Northeast will send three of your wines and your company literature to pre-qualified Korean importers. They will generate a report with feedback pertaining to your product's appearance, labeling, taste, formulation, price, and market suitability. The research will take place in June.

Cost: \$200 (sample shipping included)  
 Registration deadline: May 16th, 2005

## **Buyers Mission in the U.S.**



Once the research is complete the Korean buyers will be visiting the U.S. in August to meet one-on-one with interested wine suppliers. Companies participating in the research will be given priority when

registration opens.

Cost: \$75  
 Location: To be determined



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