

Brew Export is Brewing with Export Success



Brew Export, located in the 11th Congressional District of Michigan, is experiencing export success resulting from their participation in programs and services offered by Food Export Midwest and the International Marketing Program of the Michigan Department of Agriculture and Rural Development (MDARD). The company has utilized the Food Export Helpline™, participated in export seminars, and the 2016 Midwest Buyers Mission to grow their business. Shannon Long, Founder and CEO of Brew Export, stated that the Food Export Helpline™ service helped them to “confidently enter the Chinese market” which resulted in \$100,000 worth of sales. In addition, Brew Export recently participated in the 2016 Midwest Buyers Mission, and although no sales have yet been made, the company remains optimistic with the 7 potential buyers they met from the event.

Brew Export was founded in 2015 by Shannon Long. Prior to founding Brew Export, Shannon was an intern with Food Export Midwest. She states that through the internship, her “eyes were opened to the world of international trade.” Both her internship with Food Export and her passion for helping United State businesses led her to begin Brew Export.

The goal of Brew Export is to assist craft breweries with all aspects of exporting their products to markets worldwide. Craft beer is increasing in popularity and Brew Export is working to fill the demand with quality craft beer from the United States. Through continued participation in Food Export’s and International Marketing Program’s events and services, Brew Export is growing their company and helping American beer reach markets globally.

Food Export uses funding from the Market Access Program (MAP) to help America’s small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA’s Foreign Agricultural Service. They offer a wide range of programs and services that help boost America’s agricultural exports.



For more information on the International Marketing Program please visit www.michigan.gov/agexport or for more information about Food Export Midwest please visit www.foodexport.org



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