

# Michigan Distillery Seeks Exporting Opportunities in Canada and Scandinavia



Long Road Distillers, located in Grand Rapids, Michigan, in the 3<sup>rd</sup> Congressional District, has had great market success with the help of Food Export Association of the Midwest and the Michigan Department of Agriculture and Rural Development's International Marketing Program.



In 2017, Long Road Distillers attended Food Export's Focused Trade Mission to Toronto for Specialty and Natural Products coordinated by the Michigan Department of Agriculture and Rural Development's International Marketing Program. As a result of the trade mission, they established eight new agent relationships, and two relationships with Canadian distributors.

Kyle VanStrien, Co-Owner of Long Road Distillers recalled, "we learned a great deal about the market and legal landscape of distribution of liquor in Ontario as a result of the trade mission (along with) our contacts made with distributors and importers." Long Road Distillers is currently working with the Liquor Control Board of Ontario (LCBO) to enter in the Canadian market.

Long Road produces a variety of award-winning vodkas, gins, whiskeys, and Aquavit using ingredients sourced from Michigan. Aquavit is a staple of Scandinavian culture, presenting a strong export opportunity for Long Road. Last year, Long Road Distillers was invited to the Spirikum Festival, an annual Aquavit festival with distillers from all over the world in Copenhagen, Denmark. They were able to utilize Food Export's Market Access Program (MAP) funded Branded Program for the Spirikum Festival, deferring costs of travel, promotional material, exhibiting fees, social media and online advertisement and freight costs for samples.



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

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.