

Nevada & Montana Specialty Beverage Outbound: Toronto & Calgary

Itinerary & Overview: June 19th – June 24th

Day	City	Activity	Additional Details
Sunday, June 19 th	Home to Toronto	<p>Arrive in Toronto</p> <p>Self-led city exploration afternoon & dinner</p>	
Monday, June 20 th	Toronto	<p>900am – Bus or local transportation from hotel to Praise Wine Bar</p> <p>930am – 10am – Coffee, Donuts and Meeting the Canada team for the mission.</p> <p>10 - 11 - FAS -Led Market Briefing – Maria A. Arbulu Senior Agricultural Marketing Adviser FAS/USDA + Will + Canada Market Overview Presentation – Deep Dive (Nicholas Pearce / Mark Cuff)</p> <p>11 – 12 – Company Presentations for Canada team to help facilitate introductions (Agents Stay for this portion)</p> <p>12 – Depart for e11even</p> <p>1230 – 2 - lunch, tour, and</p>	

		<p>MLSE team meeting</p> <p>215 – Depart for LCBO Queens Quay (Flagship and Head Office)</p> <p>230 – 315 – Meeting LCBO Representatives + Store Tour</p> <p>330 – Bus departs for Kensington Market</p> <p>345 – 440 RTD/ Spirits + Beer Culture Focus in the market:</p> <p>Cocktail Emporium Tour BYOB Bar Kensington Market Brewery VQA Store (local insight)</p> <p>530 – Free time / back to hotel</p> <p>730pm – 930pm Dinner with local representatives – Pink Sky on King West (4 to 6 agents)</p>	
Tuesday, June 21st	Toronto	<p>Breakfast / Free morning</p> <p>930am – Bus/local transport to Praise Wine Bar</p> <p>930am to 1030am - drop off product and setup for agent tastings/meetings</p> <p>11am – 2pm Agent Tastings and speed dating sessions with Oliver Stern creating drinks to sample (Patio Takeover) – 12 agents</p>	<p><i>**Cocktail & Whiskey Bar Tours – Spirits tasting and cocktail making with Oliver Stern (In Good Spirits Co.)** **=potential add-on</i></p>

		<p>2pm – 4pm – East End Distillery + Brewery tour (Distillery District): Spirit of Yorke, Sake, Reid’s Distillery, Saulter Street Brewery, East Bound Brewery, Mill Street Brewery</p> <p>+ Cheese Boutique with Cherry Juice</p> <p>Free Night / Dinner TBD</p>	
Wednesday, June 22 nd	Toronto to Calgary	<p>Travel Day – Flight to Calgary in mid-morning</p> <p>2pm – 3pm at Vine Arts - 1 hour market presentation on retailing, restaurant, bar and importing hosted by Jesse Willis and Andrew Jones. A quick discussion on the ins and outs of bringing product into Alberta and selling it.</p> <p>315 – 415 Retailer / CO-OP Visits, Independent Stores</p> <p>430 – Free time</p> <p>730 - Dinner with local representatives - TBD</p>	
Thursday, June 23 rd	Calgary	<p>1pm to 3pm – @Proof: Walk around meet-and-taste with Alberta importers. Trade delegates will pour their spirits, craft beer for potential importers. 1 Bartender and 1 server on staff at Proof to make / tray cocktails with the spirits provided. Selection of small bites to be provided.</p>	

		<p>Around 20 importers throughout the day. Invites for 4 to 6 media.</p> <p>330pm – Bus to Lake Louise for Mountain Environment Tour</p> <p>530pm – Arrive in Lake Louise</p> <p>6pm – @Ashish - Cocktail sampling & mixologist meeting + WUSATA takeover with small bites</p> <p>10pm – Return to Calgary</p>	
Friday, June 24 th	Calgary to Home	<p>Self-directed business development day (Calgary)</p> <p>Return Travel</p>	