

USA TRADE TASTING (USATT) 2025 - SECTOR VI
Chicago, EUA, 20 de maig de 2025

Prodeca - Department of Agriculture, Livestock, Fisheries and Food of the Generalitat de Catalunya organizes the group participation of Catalan companies in the US Trade Tasting (USATT) event, which will be held on Tuesday, May 20, 2025 in Chicago.

EVENT DESCRIPTION

The USA TRADE TASTING (USATT) fair is one of the most important annual events for the wine sector held in the United States.

USA Trade Tasting (USATT) is a premier trade-focused event designed to connect international wineries with U.S. buyers, distributors, importers, and decision-makers in the beverage industry. As one of the leading trade events in the U.S., USA TT offers an unparalleled opportunity for Italian wineries to showcase their products, build relationships with key stakeholders, and expand their footprint in the highly competitive U.S. market.

It facilitates the connection with industry experts in this sector: retailers, sommeliers, bartenders, importers and distributors meet to discover new solutions and growth strategies.

Participation in this fair allows exhibitors

- Access to new distribution channels within the United States
- Information on current market trends
- Possibility of expanding market reach
- Strengthen the presence of your brand

Prodeca organizes participation in the USATT fair un Espai Catalunya with the aim of contributing to improving the positioning of Catalan wine in the American market.

ORGANIZATION OF THE EXPOSITOR'S SPACE

This action is part of the European project to promote Catalan wines and cavas with Designation of Origin; 'Taste the Difference' (TTD.EU), which PRODECA manages jointly with the Unione Italiana Vini (UIV), and which seeks to give visibility and value to Catalan wines through specific promotion and positioning initiatives in strategic markets.

Companies interested in participating in USATT Chicago can choose for the following participation method:

- Espai Catalunya (shared and open space) which will include:
 - space on a shared exhibition table
 - 1 stool
 - Graphics (logo and company image)

The basic decoration of the stands will be uniform for all companies under the TTD.EU project brand.

In addition to participation in the exhibition part, Prodeca is organizing a Master Class aimed at professionals with a presentation of the Denominations of Origin of Catalan wine and a tasting led by sommelier Lucas Payà.

Companies participating in the exhibition area will be able to provide references to participate in the Master Class. Prodeca will send instructions to registered companies.

If any company brings furniture or electrical elements that have not been previously informed to Prodeca, and these cause any inconvenience to the construction and/or the other participating companies, they will be removed.

CONDITIONS AND COST OF PARTICIPATION

Companies interested in participating must meet the following requirements and conditions:

- Have an importer in the United States

The importer must attend to the exhibition space during USATT hours, will be responsible for preparing the exhibition space, transporting product samples to the venue and placing it for exhibition.

The cost of participation is: **€350 + VAT**

REGISTRATION DEADLINE

- Registration fees: €350 + 21% VAT = **€423.50**
- Deadline for registrations: March 25, 2025

The company will be considered admitted once it has sent the participation application, within the indicated period, and has paid the registration fee.

Once admitted, if the company renounces its participation, it will lose 100% of what it has paid. The organization reserves the right to assess the reasons presented by the company to cancel its participation and return a percentage of the amount paid.

The organization reserves the right to select companies according to criteria of sectoral suitability and suitability of the product for the fair market.

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