



The Global Mead Market: Opportunities for Canadian Mead Exporters

A Comparison to the Success of Canadian Icewine Abroad

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This is an updated version of the Global Mead Market Report, written in June 2007. Some information remains unchanged, but trade and market statistics have been updated through 2008.

Executive Summary

Mead, also known as honey wine, is considered one of the world's first fermented beverages with modern production dating back over 4,000 years, and evidence of it first originating some 20,000 to 40,000 years ago in Africa. This ancient product eventually spread from its African roots to India, China and Europe where mead making became widespread. However, mead production declined in such markets some 1,700, 1,500 and 500 years ago respectively due to rising urbanization rates.

Due to this long production history worldwide, mead production still exists globally today, although in fewer markets. Mead can be found in North America (i.e. Canada and the United States), South America (e.g. Uruguay), Europe (e.g. Italy, Ireland, Poland, United Kingdom), Africa (e.g. Ethiopia, South Africa), and the Asia Pacific (i.e. Australia and New Zealand). Although mead remains a niche product in such markets, with demand largely satisfied by homebrewers who consider their product superior to commercial alternatives, these regions are home to small but knowledgeable consumer markets for mead, positioning them as potential target markets for Canadian mead exports.

With still grape wine remaining the leader and consumer preference in the global wine market, Canadian mead exporters face considerable challenges in generating product awareness and sales in new markets. However, building on the growing popularity of still grape wine in traditional non-grape wine markets, particularly China; the success of unique Canadian Icewine positioning abroad; as well as capitalizing on consumer demand for new, premium wine products, may lead Canadian mead exporters to considerable opportunity in international markets.

Overview

This report explores the global market for Canadian mead by examining the success of Canadian Icewine abroad, as well as wine industry trends in international markets. With today's commercial mead production primarily limited to North America and European countries, Canadian products are well-positioned to compete in the international non-grape wine marketplace. Borrowing from the success of Canadian Icewine positioning and branding in international markets, Canadian mead exporters may be able to successfully enter new markets and expand their business.

Mead Varieties

Mead is a fermented alcoholic beverage produced from at least 51% honey, water and yeast. Fruit, herbs and spices can be added to mead either during or after the fermentation process resulting in a wide range of varieties, much like grape wine. Mead can be still or sparkling and dry or sweet, with sweet varieties often compared to that of Riesling wine. Typical retail varieties of mead include:

- **Bracket or braggot:** mead made with malt
- **Cyser:** mead produced with apples, apple cider or apple juice
- **Melomel:** mead made with fruit, except apples or grapes
- **Metheglin:** mead produced with herbs or spices
- **Pyment:** mead prepared with grapes, grape juice or grape concentrate
- **Traditional:** mead produced from more than one type of honey and without fruit, herbs or spices

Mead is usually sold in liquor stores, meaderies, and wineries or breweries in larger mead markets, such as North America and Europe, and is found in farmers' markets where mead is less popular, but holds a strong niche following (e.g. Australia and New Zealand).

Global Mead Market

With global demand for wine rising and increasing consumer preference for unique and premium wine varieties, the potential for Canadian mead in the global marketplace may expand beyond its current status as a very small niche product. According to Euromonitor International, wine value growth has been exceeding volume growth across all regions of the world. From 2002 to 2007, the volume Compound Annual Growth Rate (CAGR) for wine was just over 1%, while the value CAGR was over 7%. Euromonitor International forecasts that global still wine volume sales are expected to grow approximately 10% between 2005 and 2010, an increase of about US\$28 billion in dollar terms, while non-grape wine is projected to see 5% growth in volume sales but suffer a decrease of US\$2 billion in value sales to reach US\$21 billion by 2010. This drop is expected to largely stem from a decline in demand for Japanese sake and Chinese rice wine from affluent and younger consumers in Asian markets who consider the beverages "generic", and "drinks of older generations and lower income consumers". Younger consumers, and middle- and upper-class segments in Asian markets, particularly China, are expected to act as considerable drivers of growth in the global wine industry as the consumption of

still wine in place of traditional non-grape varieties (i.e. rice wine and sake) becomes more fashionable and widespread.

In many international markets, mead continues to be a cottage industry or a homebrew product. Demand for the product is generally met by the production of homebrewers who make mead simply to meet their own needs. Unfortunately, (similar to home winemakers) in these circles mass-produced products are generally viewed as inferior to what a homebrewer can make themselves. However, the mere existence of such a strong grassroots following demonstrates potential for mead to capture some market share from people familiar with the product.

Although still grape wine remains the most popular wine variety globally, wine preferences and selections are regionally diverse, creating varying opportunities for Canadian mead in different international markets. The following sections identify local wine preferences and consumption habits by major markets worldwide.

North America

- The North American wine industry is forecast to see continued growth in both volume and dollar sales between 2005 and 2010. Increasing consumer knowledge of wine, health benefits of wine consumption, demand for high-quality varieties, new niche products (e.g. organic and low-carb wines), and packaging targeting women are expected to be key drivers of growth. Coupled with increasing disposable incomes in major urban areas of North America, such trends may likely increase the market for mead, particularly in the United States, Canada's primary mead export destination (Euromonitor International, 2006).
- Although knowledge of mead remains very limited among most North Americans, considerable production exists across the United States, making the country a natural export destination for Canadian mead. Approximately 60 meaderies and 30 wineries and breweries that also produce mead operate in the United States, particularly in the Upper Mid-Atlantic, Midwest and Upper Midwest, Pacific Northwest and Pacific Southwest regions. These areas may therefore act as logical export markets for Canadian mead.
- Popular meads in the American marketplace include melomel (i.e. mead made from fruit except for apples and grapes), cyser (honey wine produced with apple cider, apple juice or apples), metheglin (i.e. mead produced with herbs or spices), and traditional varieties (i.e. produced from more than one type of honey and without fruit, herbs or spices). Mead typically ranges from US\$10.99 to US\$20 per 750 ml, while some premium varieties sell for up to US\$70 for a 750 ml bottle.
- Mead enjoys a considerable niche following in North America, with the International Mead Association out of the United States hosting the annual International Mead Festival, the largest honey wine competition and trade show in the world. The 2007 event attracted commercial mead producers from the United States, Canada, Poland, Denmark, Lithuania and South Africa, as well as attendees from across the United States, Canada and Japan. Over 240 homemade American meads were also judged in a home mead competition, highlighting the United States as one of the largest mead markets.

Asia Pacific and Southeast Asia

- As Asian consumers increasingly lead westernized lifestyles, bolstered by North American media influences, consumption of traditional non-grape wine (i.e. primarily rice wine and sake) is decreasing and imported grape varieties are rising in popularity. International business travel is also said to be contributing to this shift in demand as business professionals bring home the “wine drinking culture”. An increase in marketing activities, such as wine shows and festivals, are also believed to be influencing grape wine consumption across the region (Euromonitor International, 2006).
- Demand for new, premium non-grape wine products in the Asian marketplace, particularly China, was noted as a key trend in 2005. Although this trend was almost entirely focused on new, premium rice wine products, it may indicate opportunity for other high-quality, niche products, such as mead (Euromonitor International, 2006).
- China, Japan and South Korea accounted for 81% of global non-grape wine volume sales in 2007. From 2002 to 2007, volume sales of non-grape wine increased in both China and South Korea, but decreased in Japan. China's share of global volume sales grew from 40% to 50%, South Korea's share increased from 7% to 9%, while Japan's share decreased from 30% to 22% (Euromonitor International).
- In addition to taking note of successful Icewine positioning in Asian markets, Canadian mead producers should consider the success of fruit wine manufacturers in various Asian Pacific countries. Such producers have found more success in targeting their products toward young women, who prefer the lighter, more feminine beverages in place of rice wine and sake which are considered very masculine choices. Coupled with the decreasing popularity of such traditional beverages, Canadian mead may prove popular with Asian consumers, especially women (Euromonitor International, 2006).
- Herbal fruit wine is the most popular non-grape wine variety in Indonesia; therefore, mead infused with herbs and spices (i.e. metheglin) may prove popular in this market (Euromonitor International, 2006).
- As of 2005, non-grape wine consumption remained limited in India and the Philippines, where beer has long been popular with consumers. However, as these countries' middle-classes continue to expand alongside consumer incomes, demand for imported grape wine and high quality products (e.g. Icewine) is also rising, possibly indicating future market opportunities for mead. In fact, with product distribution now in supermarkets and discount stores, the perception of grape wine in the Philippines has shifted from being considered a luxury item to one with more mass market appeal (Euromonitor International, 2006).
- Non-grape wine sales also remained limited in Australia and New Zealand in 2005. Such niche products are typically made by small producers and found in farmers' markets. Small quantities of ginger and kiwi fruit wines can also be found at similar outlets in New Zealand. However, a few meaderies do exist in Western and Southern Australia, as well as in Fernside Rangiora and Gisborne, New Zealand. Potential market opportunities for mead may exist in

these markets, although demand may be limited to that currently held for fruit wines (Euromonitor International, 2006).

Europe

Several European countries are home to a long history and culture of mead production, and still hold niche markets for such products today. However, differences in market opportunities do exist between the Eastern and Western European regions. Eastern European consumers, for example, much like their Asian counterparts, are gradually moving toward the consumption of more “sophisticated” grape wines in place of “old fashioned” fruit wines, as disposable incomes and westernized lifestyles continue to rise. The following section outlines such trends, as well as highlights where small niche markets may still exist for Canadian mead.

Western Europe

- The non-grape wine market in Germany is largely comprised of fruit wines produced from apples, cherries and plums, with apple wine being the most popular variety accounting for roughly 75% of total sales. Fruit-infused meads (e.g. melomel) may see considerable opportunity in this market, particularly cyser (i.e. honey wines made with apple cider, apple juice or apples) given domestic consumption trends. Germany remains the largest market for non-grape wine consumption in Western Europe accounting for 84% of consumption in volume terms and 69% of total regional sales. Consumption levels in 2005 totalled 98.5 million L or 1.2 L per capita, and were valued at US\$428.9 million (Euromonitor International, 2006).
- Italy follows Germany as the second largest market for non-grape wine consumption in Western Europe making up 8% of total volume consumption and 9% of dollar sales for the region. Popular varieties include peach and apricot fruit wines, as well as mead, which are generally enjoyed as aperitifs and dessert wines by middle-aged and older consumer segments. 2005 non-grape wine consumption levels reached 9.4 million L or 0.2 L per capita, for a total US\$55.3 million (Euromonitor International, 2006).

Eastern Europe

- Poland, the second largest market for non-grape wines in Eastern Europe, accounted for 30% of regional consumption in value terms or US\$51.5 million in sales in 2005. Consumption totalled 138.6 million L or 3.6 L per capita in the same year. Apple, berry (e.g. currants, gooseberry) and plum wines are popular in the Polish marketplace; therefore, fruit-infused mead (e.g. melomel) may prove successful in this market. However, fruit wines have long been considered beverages of less affluent consumer segments due to their inexpensive prices. Poland’s growing middle class and rising consumer incomes may further strengthen this perception. The country’s industry has been working to further define this market, attempting to establish four classes for non-grape wine varieties, and increasing promotional efforts toward non-grape wines that are of a high quality. Recently, young Poles have been opting for beer, signalling the importance of careful consideration of product positioning prior to market entry (Euromonitor International, 2006).
- Belarus, home to a long tradition of fruit and berry wine production, is the largest Eastern European market for non-grape wine with 261 million L

consumed in 2005, or 57% of the region's total. Demand is expected to grow as the Belarusian government plans to continue to promote and develop its grape and non-grape wine industries, potentially creating market opportunities for Canadian fruit-infused mead in the future (Euromonitor International, 2006).

- Other regional markets, such as Russia, Ukraine and Czech Republic hold moderate non-grape wine markets with 27.9, 19.6 and 5.6 million L consumption in 2005 respectively. Sweet fruit and berry wines are also popular varieties in these countries (Euromonitor International, 2006).
- Mead making is a part of local tradition in the Czech Republic, with the country home to many larger mead companies, as well as smaller family-run businesses.

Latin America

- Colombia, the largest market for apple wine in Latin America, accounted for 49% of regional non-grape wine consumption in volume terms and 24% in dollar value in 2005, or 11.7 million L and US\$15.9 million respectively. These values are largely due to the country's long production history of inexpensive apple wine which is primarily purchased by lower- and middle-class consumers for special occasions (Euromonitor International, 2006). Canadian cyser mead, priced competitively with local apple wines, may prove successful in this market.
- Brazil experienced the highest volume growth globally for non-grape wine from 2002 to 2007, with a 30% CAGR that is significantly higher than the global CAGR of 1%. A large component of this growth has been increased interest in Japanese cuisine and the proliferation of Japanese restaurants in the country. While the market for sake is still small, by 2012, Brazil is predicted to become the second largest sake market in the world, after Japan. This increasing interest in foreign types of non-grape wine may provide some niche opportunities for mead in this country, as the market continues to expand (Euromonitor International).
- Although mead is largely homemade in Uruguay, small production exists in certain regions. Commercialized mead typically sells for \$3.60 per 750 ml, but is mostly sold in litre bottles for \$4.80.

Middle East and Africa

- The majority of Middle Eastern and African markets import few Canadian niche products (e.g. Icewine, let alone mead) as wine industries in these regions remain among some of the smallest worldwide. However, the United Arab Emirates annually imports a considerable amount of Canadian Icewine (e.g. \$30,090 in 2008), particularly into tourist frequented Dubai, and ranks 17th among Canada's Icewine export markets. Egypt ranked 21st for Canadian Icewine export destinations in 2005, with \$7,541 of imports. However, Canadian Icewine exports to the country have since been zero.

- Mead, thought to originate in Africa more than 20,000 years ago, still remains an important part of local culture and tradition in some African countries. In Ethiopia, honey wine (i.e. locally called T'ej) remains the country's national drink and is preferred over grape wine. However, T'ej is homemade and not sold commercially, with each household having its own family recipe, possibly limiting the market for mead imports. Grahamstown, South Africa is also home to a meadery that regularly participates in the International Mead Festival.
- Considerable growth in wine sales is forecast for South Africa, Morocco, Egypt and Israel between 2005 and 2010 (Euromonitor International, 2006). This should further popularize the wine drinking culture within these countries, and in turn, increase consumer demand for premium international wine products, such as mead.

Global Opportunities for Canadian Mead Exporters

Based on the widespread success of Canadian Icewine in the international marketplace, there may be market development opportunities for Canadian mead in similar countries. In addition, international markets currently producing mead also have in place an admittedly small, but highly knowledgeable consumer base for mead. Such major export markets are outlined below and may hold opportunity for Canadian mead exporters.

The Icewine Model

Canada annually exports an average \$11 million in Icewine varieties to over 30 countries worldwide. Icewine exports totalled \$11.6 million in 2008, a minimal decrease of 0.1% from 2007, but an increase of 6.9% over 2005 values. Overall, Canada's Icewine exports have considerably grown in recent years, from its \$6.7 million total in 2004, mainly due to increases in exports to its largest market, the United States. However, the United States' share of Canada's Icewine exports has decreased since 2006, while China's share has increased greatly. In 2006, China accounted for 3.8% of Canada's total Icewine exports to the world; however by 2008, China's share had nearly quadrupled. The United States accounted for 23.5% of Canada's Icewine exports in 2008, followed by South Korea (19.2%), China (14.3%), Japan (8.1%), and Singapore (7.3%). Other major exports markets, which ranked sixth to tenth place in 2008, include Hong Kong, Taiwan, Germany, United Kingdom, and Australia. Germany has a strong market for Icewine, however, demand is met largely through local production.

Icewine has proved particularly popular in Asia Pacific and Southeast Asian markets in recent years, as the fascination with Icewine's unique production (i.e. handpicked frozen grapes during winter months) is widespread among these regions' consumers. In fact, Icewine is extremely rare in Asian markets, and the "sought after/exclusive" product is often purchased when visiting Canada as gifts or investments, let alone for drinking. The growth of Canadian Icewine in Asian markets is realized firsthand in export data; approximately 65% of Canadian Icewine is exported to Asian markets, a value of \$7.5 million in 2008. After omitting the United States' share of Canadian Icewine imports (i.e. 23.5%), Asian markets account for 85% of Canada's remaining exports. Furthermore, seven of the top ten Canadian Icewine export destinations are Asian countries, signifying the popularity of the dessert wine in this region. As the

popularity of wine continues to develop in Asian markets, particularly in China where wine consumption is still in its infancy, the market for Icewine is expected to grow, creating opportunity for Canadian mead exporters.

Canada's Top 5 Icewine Export Markets (2008)	
United States	\$2.726 million
South Korea	\$2.226 million
China	\$1.657 million
Japan	\$0.933 million
Singapore	\$0.842 million

Although Canadian Icewine exporters have developed successful markets for their products in many countries around the world, mead remains largely unknown to the majority of Canadians and is virtually unheard of outside of North America and some European, Asia Pacific and African countries. However, several of

Canada's 16 meaderies, located throughout Alberta, British Columbia, Ontario and Quebec, are well positioned to supply additional international markets with Canadian honey wine as they currently sell their products to a small but important group of foreign buyers. Regardless, careful consideration of consumer awareness, marketing and product positioning is still needed for each market of entry, as mead's popularity and product variety vary by region. It should also be noted that Icewine enjoys a distinct price advantage over mead in many international markets (sometimes selling for up to \$300 for a 375 ml bottle), particularly those where homebrewing is more popular than commercially produced products. Therefore, Canadian mead exporters should be mindful of product pricing prior to market entry. Even so, opportunities clearly lie in offering premium products in markets where Canadian Icewine has proved successful and popular with local consumers. Potential product and marketing opportunities that Canadian mead producers and exporters can capitalize on are outlined in the following sections.

Canadian Fermented Beverage Exports

In 2008, Canada's worldwide exports of fermented beverages (which includes products such as mead, cider, and perry) totalled \$5.2 million. Unfortunately, this was a decrease in exports of fermented beverages from previous years: a decrease of 69.6% from 2006 and a decrease of 4.5% from 2007.

In 2008, Canada exported fermented beverages to fifteen countries. Similarly to Icewine, the United States remained Canada's largest export market for fermented beverages, with exports of \$4.4 million representing an overwhelming 83.4% of Canada's exports to the world. Apart from the United States, the rest of Canada's exports were destined for either Asian or European countries. The one exception to this was the Bahamas which ranked 11th for Canada's fermented beverage exports, receiving exports of \$16,705. Exports to Asia comprised six Asian countries, while exports to Europe included seven countries. Similarly to Canadian Icewine exports, a number of Asian markets are among Canada's top ten export destinations for fermented beverages.

Canada's Top 5 Fermented Beverages Export Markets (2008)	
United States	\$4.362 million
France	\$0.415 million
South Korea	\$0.176 million
China	\$0.060 million
Japan	\$0.056 million

France was Canada's second largest global export destination, receiving exports of \$414,513. Canada's other European destinations for exports were: Spain, receiving exports valued at \$49,648, the United Kingdom at \$22,103, and Belgium at \$17,545. South Korea was the third largest export destination

for Canada's fermented beverages, receiving exports valued at \$175,848. Within countries located in Asia, Canada's largest markets were China with exports of \$60,300, Japan with \$55,890, Hong Kong at \$20,965, and Taiwan with \$18,870.

While Canadian exports of fermented beverages decreased for certain countries in 2008, there was also growth in exports to some countries. Canadian exports to the United States decreased considerably from 2006 to 2007 (73.3%), however they experienced a minor increase of 0.4% from 2007 to 2008. Of European countries, fermented beverage exports to Spain have experienced increases since 2006, resulting in growth of 1,074% from 2006 to 2008. Other European export destinations that have experienced growth include the United Kingdom, with an increase of 66.8% from 2006 to 2008, and Belgium with growth of 4.3% from 2006 to 2008. Germany and Albania received no Canadian exports in either 2006 or 2007; however fermented beverage exports in 2008 were \$6,988 and \$5,919 respectively.

Asian countries where Canadian fermented beverage exports have experienced growth from 2006 to 2008 are South Korea (54%), China (1,720.7%), and Hong Kong (76.5%). In 2008, Malaysia ranked as Canada's 15th largest export destination for fermented beverages, with exports valued at \$150. However, in the first month of 2009, fermented beverage exports to the country have already totalled \$39,797.

Quality, Canadian Ingredients

Marketing Canadian mead as a product of Canada's world renowned honey, apples and berries will be key in successfully entering and/or expanding Canadian mead business in foreign markets. Much like Icewine producers have done to preserve their brand and products' reputation, as well as to prevent imitations from entering the market, Canadian mead exporters may also wish to ensure their products carry the Canadian brand and promote the quality agri-food products that international consumers associate with Canada. Branding Canada's branding guide, market research and templates can be accessed at www.marquecanadabrand.agr.gc.ca. These tools will be especially useful for small- to medium-sized mead producers with limited international marketing experience and budgets.

Innovative Varieties, Native to Canada

Introducing new, innovative mead varieties to foreign markets (e.g. Saskatoon berry, organic, pumpkin, etc.) that act as niche products to existing mead offerings in such countries may also assist Canadian mead producers with expanding their business overseas.

Vehicles/Venues for Foreign Market Entry

Canadian mead producers looking to enter foreign markets and/or expand their current exporting business should consult the Agri-Food Trade Service website for listings of trade shows and events taking place in their area and in foreign markets of interest at www.ats.agr.gc.ca. Industry events worth noting include wine, beverage, foodservice, retail food, specialty food, hospitality, and gift shows, as well as mead competitions. In fact, the International Mead Association hosts an annual international mead festival and competition in Colorado, United States. Events showcasing European, Western and Asian cuisine may also be of interest to mead producers, depending on their intended target markets.

Exporters should also note that the high-end restaurant industries in international markets may be excellent points of entry for Canadian mead products, as many

Canadian exporters have found success through these sectors. International gourmet culinary and beverage shows provide great forums for exporters to showcase their products to foreign buyers.

The following upcoming industry events may be of particular interest to Canadian mead exporters:

North America

United States

Michigan International Wine Expo
April 3-4, 2009
www.michiganwineexpo.com

New Orleans Wine & Food Experience
May 19-23, 2009
<http://nowfe.com/>

Twin Cities Wine & Food Experience
February 20-21, 2010
www.foodwineshow.com/index.html

Asia Pacific

Australia

Good Food and Wine Show
www.goodfoodshow.com.au

Wine & Spirits Australia
www.wineandspirits.com.au

China

China World Wine and Spirits Industry Expo
www.bj-relation.com/WineFest/index.htm

SIAL China 2009
May 19-21, 2009
www.sialchina.com/home.aspx

Wine Culture China
www.wineculturechina.com

Shanghai China International Wine Exposition
www.winexpo.com.cn

Hong Kong

HOFEX
www.hofex.com

Vinexpo Asia-Pacific 2010
May 25-27, 2010
www.vinexpo.com

Macau

Wine and Gourmet Asia
October 22-24, 2009

www.wineandgourmetasia.com

Japan

Foodex Japan

www.jma.or.jp/FOODEX

Europe**Germany**

ProWein

www.prowein.de

Forum Vini

November 13-15, 2009

www.forum-vini.com

Berliner Wein Trophy

www.berliner-wein-trophy.de

Italy

Vinitaly

April 8-12, 2010

www.vinitaly.com/index_en.asp

Poland

Polagra-Food 2009, Wine and Spirits Exhibition

September 14-17, 2009

www.polagra-food.pl/winaalkohole/en

Exporters should contact the Canadian Embassy or Consulates in desired markets of entry for listings of local importers and distributors. Several major wine importers/distributors are listed below by market.

United States

- Constellation Brands www.cbrands.com
- Terlato Wine Group www.twg.com
- Beverage Marketing Corporation (Directory of US alcoholic beverage importers, wholesalers and distributors by sector available for purchase) www.beveragemarketing.com
- Food & Beverage Industry in the Southwest United States (lists regional American distributors) www.ats.agr.gc.ca/us/4102_e.htm
- The Wine Market in the Northeastern United States (details how to export wine into the region) http://ats-sea.agr.gc.ca/us/4123_e.htm

China

- CEROILS (China National Cereals, Oils, and Foodstuffs Import and Export Corporation) (i.e. official state importer, wholesaler and distributor for mainland China)
- ASC Fine Wines www.asc-wines.com

- Montrose Food & Wine www.montrosechina.com
- Torres Food and Wine www.torreschina.com
- PHA-Shanghai www.pscwines.com/aboutus1/index.asp
- Jointek www.jointekfinewines.com
- Aussino www.aussino.net

Europe

Constellation Europe www.cbrands.eu.com

Czech Republic

Naturel www.naturel.cz

Schelllex www.schelllex.cz

Vcelnex www.vcelnex.cz/a_hlavni_ofirme.html

(also one of the largest European mead producers)

Russia

Veld 21 www.veld21.ru

ISTOK OAO www.oao-istok.ru

United Distributors www.finewine.ru

Ocean Plus www.ocean-plus.ru

ZAO Liviz

Access Issues

To facilitate successful export of mead products, Canadian exporters are encouraged to develop market entry strategies that include working with local importers and distributors in target markets to develop a presence, gain valuable market advice, and best position products to meet local tastes, laws and pricing. For example, exporters looking to enter the American marketplace should note a 2002 legislation requiring the certification of imported fermented products (e.g. mead, perry, fruit wines) into the United States. Therefore, Canadian mead exporters will find working with American importers and distributors particularly helpful in obtaining proper certification for selling their products in the United States due to this new regulation.

Most countries maintain the import regulations of trade blocks and/or regional associations they are members of, while some are specific to the nation itself. The following sources are recommended for researching import regulations for mead, which will likely fall under similar guidelines for that of wine in most countries:

- **Agri-Food Trade Service**
Provides trade event listings, exporter guides, reports on agriculture and agri-food sectors by country, as well as commodity-specific (e.g. wine market) reports
www.ats.agr.gc.ca
- **International Trade Canada – Canadian Trade Commissioner Service**
Provides detailed information on customs procedures, documentation, tariffs and labelling requirements by country, as well as market reports, event listings and virtual access to trade commissioners abroad
www.infoexport.gc.ca

Key Resources

Canadian Agriculture Trade Statistics (CATS) - Stats Can/AAFC - 2006
<http://ats.agr.gc.ca/stats/data-e.htm>

Global Alcoholic Drinks: Wine: Maturity Constrains Growth – Euromonitor International
<http://www.euromonitor.com/GMID.aspx>

International Mead Association – Honey Wines of the World
<http://www.meadfest.org>

International Mead Festival – Honey Wines of the World
<http://www.meadfest.com>

Mead – Wikipedia – 2007
<http://en.wikipedia.org/wiki/Mead>

The World Market for Wine – Euromonitor International – 2006
<http://www.euromonitor.com/GMID.aspx>