

2009 TTB Expo Presentation

# Beverage Alcohol Export Advice

Presented by  
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# Overview

- International Trade Division:
  - Who are we? What do we do?
- The logistics of exporting:
  - Where should you export to?
- Resources to help you export:
  - How do I determine foreign country requirements?

# International Trade Division

Who We Are and How We can Help

# International Trade Division

- Our mission is to facilitate import/export trade in beverage and industrial alcohol
- We act as TTB's liaison in international arena on issues related to alcohol beverages, tobacco, etc.
- We also advise TTB on potential product integrity or health and safety issues regarding imported products

# International Trade Division (Continued)

- We work with other U.S. Government agencies and assist in negotiation of bilateral and multilateral free trade agreements related to wine and spirits:
  - U.S./EU Agreement on Wine
  - U.S./Mexico Tequila Agreement
  - WWTG Agreements

# International Trade Division (Continued)

- Have completed or are currently pursuing Memoranda of Understanding (MOUs) with several of our counterpart regulators:
  - TTB/AQSIQ MOU (China)
  - TTB MOU with DGCCRF (France)
  - TTB MOU with Finanza (Italy)
  - TTB MOUs (3) with Brazilian agencies

# International Trade Division (Continued)

- What does this mean for you?
  - Work to eliminate potential trade barriers before they are put in effect
  - Work to eliminate existing barriers to trade
  - Put programs in place to help U.S. exporters who want to export
  - Connect U.S. exporters to resources that will help them become successful exporters

# Logistics of Exporting

What are U.S. Requirements for Exporting?  
Where Should You Export to?

# Permits Needed

- If you are a producer, you can use your producer's permit (Winery or Distilled Spirits Plant permit) or Brewer's Notice
- Wholesalers Permit required otherwise
- Permits applied for and obtained with National Revenue Center (NRC)  
(1-877-882-3277)
- Application forms available at [www.ttb.gov](http://www.ttb.gov) under "Forms"

# Forms and Documentation

- Documents to be filed with TTB:
  - Depends on commodity and type of exporter (e.g., producer vs. wholesaler)
- Refer to [www.ttb.gov/itd/](http://www.ttb.gov/itd/) for commodity and situation-specific information, or you may contact NRC

# Logistics

- Taxes:
  - No Federal excise tax on exported goods
  - Producers can obtain “drawback” on taxpaid goods by filing claim – refer to [www.ttb.gov/itd/](http://www.ttb.gov/itd/) or contact NRC
- State permits may also be required:
  - TTB maintains list of State alcohol control boards at [www.ttb.gov](http://www.ttb.gov)

# Logistics (Continued)

- Information on top export markets for 2008:
  - Top markets vary according to specific commodity (e.g., spirits, wine, malt beverages)
- New/emerging markets should also be considered:
  - Brazil, Russia, India, and China (also known as BRIC countries)

# Logistics (Continued)

- Top 10 Markets for U.S. Wine (in 2008)

	Country	Exports (by value)
1	United Kingdom	\$257,784,919
2	Canada	\$227,824,488
3	Japan	\$57,595,982
4	Italy	\$57,080,700
5	Germany	\$48,467,213
6	France	\$28,643,432
7	Netherlands	\$23,680,152
8	Denmark	\$15,088,699
9	Switzerland	\$14,966,293
10	Korea, Republic of	\$11,720,841

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

# Logistics (Continued)

- Top 10 Markets for U.S. Spirits (in 2008)

	Country	Exports (by value)
1	Canada	\$144,285,523
2	United Kingdom	\$134,301,833
3	Australia	\$109,317,646
4	Germany	\$99,385,487
5	France	\$75,437,747
6	Japan	\$68,062,820
7	Spain	\$42,203,726
8	Italy	\$39,320,756
9	Netherlands	\$32,041,111
10	South Africa	\$26,701,387

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

# Logistics (Continued)

- Top 10 Markets for U.S. Malt Beverages (in 2008)

	Country	Exports (by value)
1	Canada	\$92,066,757
2	Mexico	\$85,815,727
3	Australia	\$10,965,807
4	Taiwan	\$10,876,939
5	Korea, Republic of	\$9,103,894
6	Panama	\$6,966,764
7	Netherlands Antilles	\$4,954,159
8	Unit. Arab Emirates	\$3,944,184
9	Bahamas, The	\$3,091,149
10	Hong Kong	\$2,890,149

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

# Brazil and Beer

- Presents significant growth potential compared with more mature markets (e.g., Western Europe):
  - In terms of per capita consumption (49 liters per year, compared with the European average of 78 liters) and
  - In development of premium segment (6% of total beer sales, compared with 15% in U.S. and 33% in France) (*Big Brewers Pour into Emerging Markets*, Business Week June 4, 2007)

# Russia and Wine

- Consumption of wine is expected to rise 25% between 2008-2012 (*Britain set to top wine import league by 2012, Reuters, January 13, 2009*)
- Predicted that Russian wine drinking population will more than double by 2020
- Unlike in emerging Asian markets, people in Russia are familiar with wine and are used to drinking it (*Russia “most exciting” new wine market – study, just-drinks.com, November 24, 2008*)

# India and Spirits

- While India is commonly thought of as a difficult market to enter, consider that imports of foreign spirits to India increased from \$12 million in 2003 to almost \$62 million in 2007!  
(UN Comtrade Statistics)
- Overall, India is considered one of largest spirit markets in world; imports are currently just small percentage (~1%) – so there is definitely growth potential (*India: Better Times for Foreign Spirits?* BusinessWeek, March 9, 2007)

# China and Wine

- *First, some bad news:* In recent years, U.S. has dropped in rank to 6<sup>th</sup> place among top wine importers to China
  - France, Australia, Chile, Spain, and Italy rank higher
- *Good news:* Value of U.S. wine exports to China increased from \$1.4 million in 2002 to almost \$11 million in 2007
- *More good news:* Imported grape wine accounts for only 2% of volume sales in China, with rice wine and domestic wines dominating
  - There are indications that imported grape wines are increasingly popular (2008 USDA/FAS, Gain Report CH8802)

# How Can You Enter These Markets?

- **Contact us** – we'll get you information on labeling requirements, tax and tariff information, permit guidance, and more

# Resources for Exporting

How can You Determine  
Foreign Country Requirements?

# Resources

- Foreign country requirements:
  - See our International Requirements Guide  
<http://www.ttb.gov/itd/interre1.shtml>
    - We currently have 54 countries in the Guide - please contact us for countries that don't appear on the list
  - USDA/FAS FAIRS Reports  
<http://www.fas.usda.gov/data.asp>

# International Import Export Requirements Guide

ttb.gov/itd/argentina.shtml

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## Argentina

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# International Import Export Requirements Guide (Continued)

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## LABELING REQUIREMENTS

For products imported through the National Food Institute – INAL (all alcoholic and non-alcoholic beverages, except wine):

Imported processed foods from the United States may be imported in their original package, and there is no need to translate the labels. However, a **Spanish**-language sticker label must be affixed to the retail package and include the following information:

- **Name and brand** of the product
- **Country of origin**
- **Composition:** ingredients and additives in decreasing order of weight
- **Net weight** or measure
- **Lot number**
- **Expiration date** (if applicable)
- **Exporter's name and address**
- **Importer's name and address**
- **Importer's RNE** (National Register of Establishment number)
- **RNPA** (National Register of Food Product number)
- **Storage, preparation and usage instructions** (if applicable)

# International Import Export Requirements Guide (Continued)

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## LICENSING/IMPORT PROCEDURES

### For products imported through INAL (alcoholic and non-alcoholic beverages, except wine):

The importer must register as an importer and register the product through the INAL. A registration should be approved in less than thirty (30) days.

Further details on these requirements are listed below:

A. New importers must register as an importer by applying for an **RNE** (National Register of Establishment). This is a one-time process. In their request, the importer must include:

- **RNE** [Registration form](#) (MS Word)
- **Proof** of [Tax Identification Registration](#) with AFIP (the importer must register and obtain a CUIT, or unique tax identification number, prior to the RNE process)
- **Proof** of [Importer/Exporter Registration](#) with AFIP (the importer must register with AFIP as an importer, prior to the RNE process)
- Municipal authorization for the warehouse – contact local municipality for information
- **Power of Attorney** (if applicable)
- **Approval of the company's partnership**
- **Blueprints of storage plant** and/or premises (if applicable)
- **Payment of fee**

The importer should file the above paperwork with the local sanitary office of the jurisdiction in which the importer's business will be located. Please refer to ANMAT's [Contacts](#) list (PDF) for a full list of offices throughout the country. Importers also have the option of

# Resources (Continued)

- Finding foreign buyers:
  - USDA Foreign Agricultural Service (FAS) – located in most U.S. embassies around the world ([www.fas.usda.gov](http://www.fas.usda.gov)) often keep a list of foreign buyers or importers interested in U.S. products; FAS staff also organize events/shows to market U.S. goods
  - International Trade Administration, U.S. Dept. of Commerce ([www.export.gov](http://www.export.gov))

# Resources (Continued)

- What are Certificates of Free Sale, Sanitary Certificates, and simplified export forms, and how do I obtain them?
  - These are often required by importing countries to guarantee safety of product
  - NRC issues these — NRC can tailor certificate to requirements of importing country, as these can vary
  - Simplified export forms — for exporting to EU countries; VI1 forms no longer required

# Resources (Continued)

- Other resources here at TTB Expo 2009:
  - Export Documentation – Alcohol (presentation)
  - Trade Assistance for Alcohol Importers and Exporters (booth)

# Summary

- If you have questions on taxes, TTB export forms, or permit issues, contact NRC at 1-877-882-3277
- Contact us if you have questions on how to get your product into another country or if you have any difficulties after the fact
- Call us if you are encountering any significant trade barriers (e.g., excessive testing requirements)

# Summary (Continued)

- Consider both established and new markets when looking to export your product
- Many programs are geared to assist you with successfully exporting your product, regardless of whether you are producer or wholesaler

# Contact Information

- International Trade Division
  - **Phone:** 202-453-2260
  - **Mail:** TTB, International Trade Division  
1310 G Street, NW, 4th Floor  
Washington, DC 20220
  - **Email:** [ITD@ttb.gov](mailto:ITD@ttb.gov)