



Five things a US importer will ask you for.



01

A price that survives three tiers.

Freight, duty, the importer's margin, the distributor's, the shop's. By the shelf it's commonly 2.5–3× your landed price. Start at the shelf and work back.



02

Three states, not fifty.

Which markets, and why those. "All of America" is heard as "no plan."



03

Support, in writing.

Samples, one market visit a year, a per-case allowance. They'll ask what you're putting behind the wine.



04

A pallet you can fill twice.

Around 56 cases to a US pallet. Can you ship one now — and again in six months?



05

Your homework already done.

FDA registration filed, labels ready for US approval. An importer won't do it for you.



Which of the five would trip you up today?

Tell me in the comments. The importers who'd
carry your style, state by state: link in bio.

