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“Expanding Beyond NY: Keys to Selling Wine in the U.S. & Canada,” N.Y. Wine & Grape Foundation

January 14, 2025 Online

Brian A. Fink and [Glenford Jameson](#) of [G.S. Jameson & Company](#) joined forces to present a webinar hosted by the [New York Wine & Grape Foundation](#), focusing on key strategies for wineries expanding beyond New York. The session highlighted the unique challenges and opportunities in selling wine in both the U.S. and Canadian markets.

Brian provided insights into accessing national wholesale and retail channels for wineries. He covered essential topics such as the U.S. three-tier system, distributor relationships and direct-to-consumer sales. Glenford shared practical advice on Canada’s regulatory environment, detailing the importation process and strategies for selling to Canadian distributors and retailers. Together, they also explored business considerations like brand protection, financial implications and the effect of franchise laws on commercial relationships.

If your winery is considering market expansion and needs help with licensing, distribution, brand protection or a deeper understanding of compliance requirements, connect with Brian today.

Featured People

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