

Distilled Spirits Council of the U.S. Announces 2020 Export Promotion Activities

The Distilled Spirits Council of the United States (DISCUS) announced today that it is sponsoring a series of export promotion initiatives in 2020 for U.S. small and large distillers. The initiatives, supported by the U.S. Department of Agriculture, will showcase American distilled spirits products in some of the most important export markets.

Below is the promotion schedule for 2020:

Promotion	Description
Trade Show	Initiatives focused on showcasing companies and their American distilled spirits among, consumers, buyers and importers at DISCUS designed US pavilion
Trade Mission	Exclusive events aimed at gathering media, buyers, importers and key members of the beverage alcohol trade to interact directly with distillers and their American distilled spirits.
Marketing	Campaigns designed to increase awareness and partiality of U.S. distilled spirits among, consumers, buyers and importers through social and digital media, private tastings and local events.

Market	Promotion	Dates
Germany	Trade show	Dates TBA
Canada	Marketing	Year-round
UK	Trade show (Imbibe, Live)	Jun. 29 – 30
Australia	Trade show (Fine Food)	Sept. 07 – 10

Market	Promotion	Dates
South Africa	Marketing	Year-round
Germany	Trade show (BCB)	Oct. 12 – 14
Japan & Taiwan	Trade mission	Nov. 11 – 13
UK & Germany	Marketing	Year-round

For additional information about DISCUS's 2020 export promotion activities, please contact Charles McEntee at cmcentee@distilledspirits.org.

The U.S. distilled spirits industry is committed to social responsibility. For those adults who choose to drink, they should do so in moderation and responsibly at all times. For more information: www.drinkinmoderation.org.

The Distilled Spirits Council of the United States, Inc., prohibits discrimination in its programs on the basis of race, religion, national origin, age, gender, disability, or other protected status