

Export Promotion Overview

2021 Agenda

Promotion	Description	Market(s)	Promotion	Date/Duration
Trade Show	Initiatives focused on showcasing companies and their American distilled spirits among, consumers, buyers and importers at DISCUS designed US pavilion	Canada, Japan, South Africa, UK	Marketing	Year-round
		Australia, China, India	Marketing	6-month
		UK	Trade show (Imbibe, Live)	Jul. 05-06
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.	Germany	Trade show (WTCE)	Aug. 31 – Sept. 02
		Germany	Trade show (BCB)	Oct. 11-13
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.	Japan	Trade show (JFEX)	Nov. 17-19
		Taiwan	Trade mission	Nov. TBD