

E-Commerce Report

DISCUS commissioned a report centered on the e-commerce retail channel to better understand the growing online marketplaces and international opportunities for distilled spirits in key export markets. The e-commerce report focuses on regulations for distilled spirits, the route to market and opportunities in Australia, China, Germany, Japan, and the UK.

The report helps understand the growing e-commerce market and identify the relevant companies/websites in each country. It identifies the necessary steps for American spirit manufacturers to enter the international e-commerce channels and examines various best practices for route-to-market. The report also outlines the major regulatory and legal processes to ensure success in e-commerce positioning and includes key e-commerce retailers. This report will help ensure continued success for American distillers in key overseas export markets.

The report was supported through the U.S. Department of Agriculture's Market Access Program (MAP), which shares the cost of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities. In partnership with the United States Department of Agriculture, DISCUS aims to increase American spirits exports and educate the hospitality industry, adult consumers, and media in key spirits markets on the taste, heritage, and style of American distilled spirits.

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The Distilled Spirits Council of the United States is the leading voice and advocate for distilled spirits in the United States. DISCUS prohibits discrimination in its programs on the basis of race, religion, national origin, age, gender, disability, or other protected status.