

Perceptions of American Whiskey Report

DISCUS commissioned a report that centered on the perceptions of American Whiskey in key international markets. This report conducted research in China, the EU (defined as Germany and the UK), India, South Africa, and Taiwan. It focused on opportunities for American distillers to grow awareness of their brands and enhance education among international adult-consumers on the varieties of American Whiskey.

The report includes a market assessment in each country for imported spirits sales, market trends and growth potential for American spirits. The report examined American Whiskey's market share and growth potential vis-à-vis other imported and locally produced whiskeys. The country-by-country research emphasized opportunities to increase international sales and shipments, including increasing education of international consumers on the breadth of the varieties of American Whiskey.

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.