

## Export Promotion Overview 2022 Agenda Contact Audrey Clark (audrey.clark@distilledspirits.org) for details

Market(s)	Activity	Date/Duration
Australia, Canada, Japan, South Africa, UK	Cheers! from the USA	Year-round
India	Cheers! from the USA	6-month (Jun.)
UK	Trade show (Imbibe, Live)	July
Germany	Trade show (BCB)	October
Japan	Trade Mission (TBD)	September

- **Cheers! Spirits from the U.S.A.**: In-country reps executing localized campaigns designed to increase awareness and partiality of U.S. distilled spirits through social and digital media, advertorials, press releases, on-premise promotions, tastings, etc.
- **Trade shows**: Initiatives focused on showcasing companies and their American distilled spirits among, consumers, buyers and importers at DISCUS designed US pavilion.
- **Trade missions**: Exclusive events aimed at gathering media, and key members of the beverage alcohol trade to interact directly with brand representatives.
- **FAS-sponsored**: Promotions conducted by the Foreign Agricultural Service (FAS) department to support exports of American spirits.

## 2022 Featured Media/Consumer Initiatives:

Canada	Bourbon Day (June)	Specialty or themed cocktails, menu specials, tastings, etc. promoted on local micro website, social media, advertorials. (In 2021, 200+ participating establishments for Bourbon Day)
UK	Tariff Elimination Event (July)	Media event celebrating removal of tariffs (possibly with Embassy reps)
UK	TBD (July)	Specialty or themed cocktails, menu specials, tastings, etc. promoted on local micro website, social media, advertorials.
Australia	Bourbon Heritage (September)	Specialty or themed cocktails, menu specials, tastings, etc. promoted on local micro website, social media, advertorials.
Japan	TBD (July)	Specialty or themed cocktails, menu specials, tastings, etc. promoted on local micro website, social media, advertorials.
Japan	Trade Mission (September or November)	Media event as well as B2B