

## DISCUS' EXPORT PROMOTION AGENDA 2023

### CHEERS! CAMPAIGNS

# cheers!

SPIRITS FROM THE USA

<u>Market</u>	<u>Featured Activities</u>	<u>Date(s)</u>
AUSTRALIA	TBD	TBD
	Tradeshow	October
CANADA	<a href="#">Restaurants Canada Tradeshow</a>	April
	Bourbon Day Pop-up promotion	June
JAPAN	Trade Tasting	TBD
	<a href="#">Tokyo International Bar Show</a>	May
INDIA	Trade Tasting	August
	Hospitality Training	TBD
UNITED KINGDOM	Specialty Shop Tastings	Spring & Fall
	<a href="#">TT Liquor takeover</a>	July



The semi-annual and annual Cheers! campaigns enlist in-country consultants and/or ambassadors to raise the awareness of and partiality for U.S. distilled spirits among adult-consumers, media, and trade.

Efforts may include in-store promotions, trade shows, social media influencers, virtual tools, specialty interest forums, targeted media outlets, seminars, and hospitality training sessions.

Feedback and activity reports are provided to program participants.

Only samples are required for Cheers! campaigns.

Please contact [audrey.clark@distilledspirits.org](mailto:audrey.clark@distilledspirits.org) for more info regarding featured activities and the Cheers! campaigns.

## IN-PERSON PROMOTIONS



<u>Market</u>	<u>Activity</u>	<u>Date(s)</u>
BRUSSELS	Media event	March
GERMANY	<a href="#">Bar Convent Berlin (BCB)</a>	October
UNITED KINGDOM	<a href="#">Imbibe, Live</a>	July

In-person promotions provide distillers and/or their representatives opportunities to showcase their American distilled spirits among, consumers, buyers, and importers at DISCUS designed US pavilions or venues.

BCB is the largest trade show in the bar and spirits industry; 400+ exhibitors; 15,000+ attendees.

Imbibe, Live is the UK's leading on-trade exhibition; 300+ exhibitors; 10,000+ attendees.

Please contact [audrey.clark@distilledspirits.org](mailto:audrey.clark@distilledspirits.org) for more info regarding in-person promotions.

*DISCUS' export promotion campaigns supported by the U.S. Department of Agriculture's Market Access Program (MAP) aims to educate the hospitality industry, adult consumers, and media in key spirits export markets on the taste, heritage, and style of American distilled spirits. DISCUS' initiatives focus on the range of American spirits, but with a particular focus on the unique qualities of American Whiskeys, including Bourbon, Tennessee Whiskey, American Rye Whiskey, and American Single Malt Whiskey, which account for most U.S. spirits exports worldwide.*

*The U.S. distilled spirits industry is committed to social responsibility. For those adults who choose to drink, they should do always so in moderation and responsibly. For more information: [www.drinkinmoderation.org](http://www.drinkinmoderation.org).*

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