

cheers!

SPIRITS FROM THE USA

DISCUS' Export Promotion Agenda 2025

DISCUS is announcing its 2025 export promotion program agenda, supported by the United States Department of Agriculture's Market Access Program (MAP). DISCUS' export promotion is designed to provide American distillers with valuable resources and support to expand their reach in global markets. By participating in this initiative, you can take advantage of targeted export promotion activities that aim to boost your brand awareness and increase sales in key international markets.

In 2025, DISCUS will conduct trade promotion activities in Australia, India, the United Kingdom, Germany, France, and Japan.

Participation is on a first-come, first-served basis and only products distilled in the U.S. from at least 51 percent of U.S. agricultural material are eligible for the program.

- **Bar Convent London Trade Show (June 30 and July 1):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers at a DISCUS-designed US pavilion; at Bar Convent London. DISCUS is also exploring an additional event outside of the trade show.
- **Japan Trade Mission (September 8-12)** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers during a DISCUS coordinated trade mission to Japan. The mission will conduct two events in Tokyo, a trade event and a media event, and an event for trade in Osaka.
- **Bar Convent Berlin Trade Show and Paris Media trade activation (October 6-9):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers at a DISCUS-designed US pavilion; the largest tradeshow in the bar and spirits industry; 400+ exhibitors; 15,000+ attendees. DISCUS is also exploring an additional event after the trade show in Paris, France. The event in Paris will be a farther opportunity for distillers or reps to showcase their American distilled spirits among media and importers in France.
- **Pro Wine Mumbai and India Trade Mission:** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers at a DISCUS-designed US pavilion at Pro Wine Mumbai, a large trade show in Mumbai, India. DISCUS is also conducting a trade mission to New Delhi after the Pro Wine Mumbai trade show. The trade mission will be a farther opportunity for distillers or reps to showcase their American distilled spirits among media and importers in New Delhi.

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- **Cheers! Australia Annual Campaign:** Annual campaign led by in country consultant/ambassador 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.
- **Cheers! India Annual Campaign:** Annual campaign led by in country consultant/ambassador 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.

Should you have any questions or require further assistance, please do not hesitate to reach out to Joel Matticks, Export Promotions Manager (joel.matticks@distilledspirits.org) with any questions.

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.

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.