

# cheers!

SPIRITS FROM THE USA

## DISCUS' Export Promotion Agenda 2024

DISCUS is announcing its 2024 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.

**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.**

In 2024, DISCUS will conduct trade promotion activities in Canada, Australia, India, the United Kingdom, and Germany.

- **Australia Trade Mission (May 27-31):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers during a DISCUS coordinated trade mission to Australia. The mission will conduct two events in Sydney, a trade event and a media event, and an event for trade in Melbourne.
- **Montreal, Canada Trade Mission (May, dates TBD):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers during a DISCUS coordinated trade mission to Montreal, Canada. The mission will comprise of an event for trade, with representatives from Quebec's spirits monopoly, the Société des alcools du Québec (SAQ), to be invited.
- **UK Trade Mission (September 2-6):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers during a DISCUS coordinated trade mission to the UK. The mission will conduct two events in London, a trade event and a media event, and an event for trade in Manchester.
- **Bar Convent Berlin Trade Show (October 14-16):** 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 outside of the trade show with the support of the U.S. Embassy in Berlin.

# cheers!

SPIRITS FROM THE USA

- **Vancouver, Canada Trade Mission (early-November, dates TBD):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among, consumers, media, and importers during a DISCUS coordinated trade mission to Vancouver, Canada. The mission will comprise of an event for trade, with representatives from British Columbia's spirits monopoly, the BC Liquor Distribution Branch (BCLDB), to be invited.
- **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 Robert Maron, Vice President, International Trade ([Robert.Maron@distilledspirits.org](mailto:Robert.Maron@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](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.*