



## **DISTILLED SPIRITS COUNCIL OF THE UNITED STATES**

### **DISCUS' Export Promotion Agenda 2026**

DISCUS has started its 2026 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 2027, DISCUS will conduct trade promotion activities across the world dependent on USDA funding for the program year. Programs are expected to be announced in January of 2027.

**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.**

DISCUS' 2026 Activations include:

- **ProWine Singapore Trade Show:** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers at a DISCUS-designed US pavilion; at ProWine Singapore.
- **Japan and Taiwan Trade Mission** 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 two additional events for trade and media in Taipei, Taiwan
- **Australia Trade Mission** 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 two additional events for trade and media in Brisbane, Australia.
- **London and Paris Trade Mission** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers during a DISCUS coordinated trade mission to London. The mission will conduct two events in the city, a trade event and a media event, and an additional event for trade and media in Paris, France.



## **DISTILLED SPIRITS COUNCIL OF THE UNITED STATES**

- **Bar Convent Berlin Trade Show and Warsaw trade activation:** 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 Warsaw, Poland. The event in Warsaw will be a farther opportunity for distillers or reps to showcase their American distilled spirits among media and importers in Poland.
- **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.
- **Brazil Trade Mission (January, 2027)** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers during a DISCUS coordinated trade mission to Brazil. The mission will conduct two events in Sau Paulo, a trade event and a media event, and two additional events for trade and media in Rio de Janeiro, Brazil.
- **ProWine Dusseldorf (To be confirmed):** Opportunity for distiller(s) or rep to showcase their American distilled spirits among consumers, media, and importers at a DISCUS-designed US pavilion at ProWine Dusseldorf.



## DISTILLED SPIRITS COUNCIL OF THE UNITED STATES

- **Australia Annual Marketing 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.
- **India Annual Marketing 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.
- **United Kingdom Annual Marketing 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](mailto: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 always do so in moderation and responsibly. For more information visit: [www.responsibility.org](http://www.responsibility.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.*