

## DID YOU KNOW...

### **The first U.S. President, George Washington, was a distiller.**

In 1797, Washington's Scottish farm manager convinced him to begin his distilling operation. Washington's distillery was one of the largest distilleries in the nation at its time. Washington's distillery was reconstructed in 2007 with the support of DISCUS and its member companies, and it can be visited today.

### **How many years does it take for a Cognac Master Distiller to master the art?**

A typical Cognac Master Distiller tastes up to 50 samples a day. It takes more than 10 years – and thus well over 100,000 samples – to master the art of tasting and selecting the right samples to achieve the same consistent quality product every year. France exports 98% of its Cognac.

### **“ The success of the spirits sector in the U.S. & the EU is mutually reinforcing.**

Many of the European producers operate distilleries and production sites in the U.S., while many American producers also own distilleries in Europe.



The Distilled Spirits Council  
of the United States  
1250 I St NW #400  
USA - Washington, DC 20005  
[www.distilledspirits.org](http://www.distilledspirits.org)



spiritsEUROPE  
Rue Belliard 12, bte 5  
B-1040 - Brussels  
[www.spirits.eu](http://www.spirits.eu)



## A SPIRIT OF UNITY

A flourishing sector marked  
by strong transatlantic ties

## In their landmark 1997 agreement,

the U.S. and the EU eliminated tariffs on the majority of spirits. This “zero-for-zero” agreement has boosted transatlantic spirits trade, resulting in a **+450% growth** in bilateral trade in spirits and reaching €6.7 billion in 2018.

The U.S. is the top export market for EU spirits: +100% growth in trade over the last decade.

238 geographically-specific products, such as Scotch Whisky, Cognac and Polish Vodka, contribute to the culture of their regions.

The EU is the top export market for U.S. spirits: +75% growth over the last decade.

U.S. distinctive spirits recognized in the EU: Bourbon and Tennessee Whiskey.

With so many categories and brands, the spirits sector is important for the economies and culture of the U.S. & EU. Access to markets and consumers abroad is key for the continued growth of distillers, farmers, suppliers and hospitality sector.



## On both sides of the Atlantic

the spirits sector is vibrant and dynamic, witnessing similar trends over the past years.

- 1 Whether you're visiting a bar in New York, Berlin or London, you can enjoy a thriving cocktail culture — a continued driver of innovation and source of inspiration for spirit lovers, mixologists and producers.
- 2 Travelling in Europe or in the U.S., you will discover an ever-growing number of craft distilleries offering premium products and serving as a source of growth and jobs both in rural and urban communities alike.
- 3 Adult consumers are trading up to premium and super-premium spirits.
- 4 Millions of people are discovering the excitement and authenticity of #SpiritsTourism. By exploring the variety of spirits produced, you will encounter passionate women and men with unique and centuries-old know-how!



[distilledspirits.org](http://distilledspirits.org)



[spirits.eu/spirits-tourism](http://spirits.eu/spirits-tourism)



@DistilledSpirit

@spiritsEUROPE