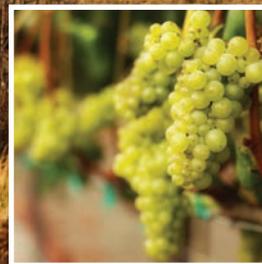




Spirits of Europe

Faces and places of a sector





Foreword

People. We frequently talk about our sector in terms of export sales, tax revenues generated and net contributions to the European economy. Too often, we omit to talk about the wonderful people who are engaged in the production and sale of our grappas, whiskies, gins and brandies.

We should talk about them more. From the farmers who cultivate the grain; the workers who gather juniper berries on Italian hillsides; the sixth and seventh generation master blenders; to the coopers who fashion casks and barrels; all the men and women who comprise the European spirits sector – from the family-owned micro-distilleries to the (sometimes still family-owned) multinationals. It is a sector that is rich in history, and rich in the diversity of the individuals who make it all happen.

With *Spirits of Europe: Faces and places of a sector*, we invite you to explore the life of spirits, to discover the richness they have to offer and to meet those who are passionate in producing and serving an extraordinary range of quality drinks.

European spirits success is based to a huge degree on tradition, know-how and secret recipes handed down through generations. The existing 46 spirit categories like rum, whisky and vodka, as well as the 300+ geographical indications (GIs) registered in Europe, such as Cognac, Irish Whiskey and Polish Vodka, are clear indications of a sector rooted in culture and tradition. It's worth noting that, according to the European Commission, the GIs registered for the spirits sector represent 15% of the €54.3 billion estimated sales value of all GIs in Europe. The net result? The spirits sector generates €21bn through VAT and excise and one million European jobs, as well as sales and growth that will stay local – these economic benefits being deeply and firmly rooted in Europe's regions.



Joep Stassen



Paul Skehan

Local production, but export success. Spirits are the most valuable agri-products sold outside Europe, generating €10 billion sales around the globe in 2013, creating a positive trade balance of €9 billion for the EU.

Last but not least, the sector is committed to helping reduce alcohol-related harm. Hundreds of information and education campaigns have been developed in partnership with local stakeholders, and have been measured and evaluated. These initiatives to encourage responsible attitudes towards

alcohol are run in all countries where spiritsEUROPE has members, including warning consumers on the dangers of consuming illicit alcohol.

People. Matching the passion of those who produce our drinks to the passion of the connoisseur of our products – the responsible consumer. It's a cocktail for continued success!

**Joep Stassen, President
Paul Skehan, Director General**

“European spirits success is based to a huge degree on tradition, know-how and secret recipes handed down through generations of passionate men and women”

Employment across the EU spirits industry

1 million jobs can be attributed to the production and sale of spirits drinks of which

- 13% are indirect employment (suppliers)

- 7% are direct employment (in the spirits sector)

- 9% are in the retail sector

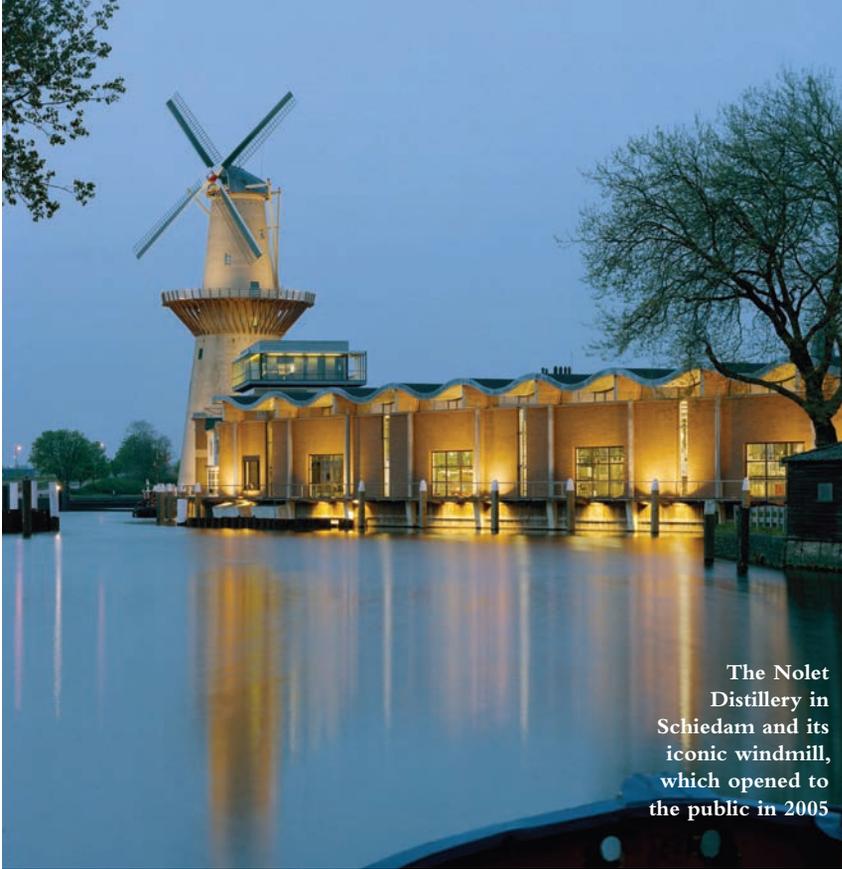
- 71% are in hospitality sector which accounts for 16.6 million jobs in Europe



A guided tour of the spirits of Europe

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The Nolet Distillery in Schiedam and its iconic windmill, which opened to the public in 2005

“We acknowledge the importance of heritage: we have invested in our distillery and we invite bartenders there to get a taste of De Kuyper’s history and provenance”

Albert de Heer, marketing director, De Kuyper Royal Distillers

Benelux

The low countries of Europe owe their spirit-making heritage to an array of economic and cultural factors, starting in Flanders in the 13th century and further developed through their status as giants of maritime trade in the 17th century. The Dutch were probably the first European nation to develop a large-scale commercial distilling industry. Rotterdam was the grain port and nearby Schiedam became the hub of spirits production. In Belgium, artisanal producers are more common and can be found all over the country.

The signature drink for both the Netherlands and Belgium (especially in and around Hasselt) is Jenever, a grain-based spirit traditionally mellowed with juniper berries – ‘jeneverbessen’ in Dutch – and other herbs and spices. Recognized for its historic and cultural contribution, the European Union protected jenever with 11 appellations or AOCs of which most are exclusive to Belgium.

That long trading history also brought exotic products such as tropical fruits, coffee and cacao, which were in turn used to make an array of fine liqueurs throughout all three Benelux countries.

And today’s producers have won a growing international following not just for liqueurs and Jenever, but also for popular modern spirits like vodka, gin and whisky, with leading producers such as, amongst many more, Nolet, De Kuyper and Bols in the Netherlands and Filliers, Bruggeman and the distilleries of Biercée, Radermacher and Lambicool in Belgium.



Pedro Saez del Burgo, Master Distiller at Filliers (Belgium) working to obtain the most exquisite jenever

{ JENEVER WAS GIVEN PROTECTED STATUS BY THE EU IN 2007 }

{ MORE THAN HALF OF DUTCH SPIRITS PRODUCTION IS EXPORTED }

{ THERE WERE 400 DISTILLERIES IN THE DUTCH TOWN OF SCHIEDAM IN 1880 }





When toasting with aquavit, tradition says you must hold the glass at chest level, look your companion in the eye and clink glasses before returning the drink to chest level, always holding the gaze



Estonian agriculture minister Ivari Padar and Liviko chairman Janek Kalvi inspect a new silver filtration process

Nordics/Baltics

The art of distillation reached Northern Europe five centuries ago from the south and the east. Some attribute it to merchants, others to monks, royal spouses or prisoners-of-war. Probably they all contributed.

In a region which previously knew mead and beer, grain was the readily available raw material. In the western and southern parts grain spirit was traditionally spiced with caraway, dill and other herbs and spices, creating what we recognise as aquavit. In the east and north, the spirit usually remained unflavoured, what we today know as vodka. Occasionally it could be flavoured with berries, fruits or peppers, but still distinct from the herb-style flavouring of aquavit.

Thus Denmark and Norway consider aquavit their principal traditional spirit. For Lithuania, Latvia, Estonia and Finland, it is vodka. Sweden straddles the historic divide and knows both traditions, calling aquavit kryddat brännvin (spiced vodka) and traditional vodkaskryddat brännvin (unspiced vodka).

In the 17th century, brännvin, *viina* in Finnish, was a daily staple in Sweden and Finland – everyone was making their own – and when the potato plant was introduced in Europe, the government propagated potato cultivation with the argument that it also could be used for good brännvin.

“ Crayfish demand these drinks! ”

Albert Engström, author and artist, calling Swedish voters to refute prohibition in 1922

In the 19th century, distillation techniques were improved, giving rise to the modern absolut rent brännvin, or pure vodka, which became popular as a spirit to be consumed neat as well as in cocktails. Each country has its top vodka or aquavit brands, with Sweden’s Absolut and Finland’s Finlandia the leading exporters.

But local specialities still survive and thrive, including berry liqueurs in Finland, Swedish Punsch, and several bitters. Latvia’s Riga Black Balsam dates back to 1752 and is one of the oldest spirit trademarks in Europe. The winner of more than 100 international prizes, it is now exported to more than 20 countries.

1531: EARLIEST KNOWN REFERENCE TO DANISH AKVAVIT

SWEDISH PUNSCH: SWEET LIQUEUR TRADITIONALLY SERVED WITH PEA SOUP

VODKA REPRESENTS 99% OF SPIRITS PRODUCED IN SWEDEN





The Nordhäuser Korn distillery in Nordhausen, Germany

“ Since 1836 the recipe Johann Peter Hinrich Helbing invented has not changed. Maybe that is why Helbing Kummel has been embraced throughout various social layers and generations for over 175 years ”

Dr. Tina Ingwersen-Matthiesen, member of owner-family of Borco-Marken-Import

Germany

The German spirits sector is so wide-ranging and so diverse that major international brands can thrive alongside national and regional specialities.

Bitters and herbal liqueurs remain hugely popular here, tracing their history back centuries to the days when apothecaries and early pharmacists offered them as stomach remedies and tonics. Even Angostura bitters, a staple of cocktail bars that was first formulated in Venezuela, was created by a German physician.

The most famous of these herbal liqueurs, Jägermeister, has successfully transcended these traditional roots to become a global success story, now most typically consumed as an ice cold shot or in cocktails.

But local specialities of this type abound in Germany: korn is a clear spirit dating back to the 16th century, distilled most often from rye and to a lower strength than, say, vodka, giving it a distinctive flavour and character.

Also popular is local brandy – known as weinbrand or branntwein-verschnitt – while a huge array of fruit liqueurs and eaux-de-vie are produced throughout the length and breadth of the country.

While primarily catering for a local audience in Germany, many of these products are now finding favour abroad – across the EU, but also as far afield as the US, Lebanon and Russia.



German distillers like Ferdinand’s embrace local produce to flavour their spirits

VALUE OF SPIRITS PRODUCED IN GERMANY WORTH €2.9BN

SOME 500M BOTTLES OF SPIRITS SOLD EVERY YEAR

GERMANY IS THE BIGGEST SPIRITS MARKET IN EUROPE





The Museum of Polish Vodka at Koneser factory in Warsaw, due to open in 2017

Poland

There can be few products of any type that are as closely associated with their home country as vodka is with Poland. The nation may vie with Russia in its claim to be the birthplace of the world’s favourite spirit, but there’s no doubting its status as the EU’s biggest producer of vodka – and the fourth-largest in the world.

Polish vodka is also strictly regulated and protected, thanks its standing as a geographical indication under EU law. The term Polska Wódka or Polish Vodka may only be applied to spirits made of rye, wheat, oats, barley and potatoes, with the entire production process taking place in the country.

The selection of raw materials covered by the indication is a reflection of the diversity and distinctive character of Polish vodka, ranging from pure modern vodkas to historic speciality offerings flavoured with all manner of fruits, herbs and spices.

This heritage is also embodied in the array of traditional cordials, tinctures and cherry-based spirits still produced across Poland. These products may not have the international cachet of vodkas such as Belvedere, Wyborowa or Żubrówka, but they are a vital part of Poland’s distilling history.

“ I’ve been producing old Polish tinctures since 1972 based on the secret knowledge learned from my mother and grandmother. Our principle is to use rare species of fruits, wild varieties or those from small homestead orchards ”

Karol Majewski,
owner of Nalewki Staropolskie



The Polish bar scene is vital to the local spirits sector

{ DISTILLATION WAS BROUGHT TO POLAND IN THE 13TH CENTURY BY ARAB OR ITALIAN MERCHANTS }

{ 20% OF POLISH VODKA PRODUCTION IS EXPORTED }

{ HISTORIC CENTRES OF VODKA PRODUCTION INCLUDED KRAKOW, POZNAN AND GDANSK }





Do you know how apples and pears get inside a traditional Austrian schnapps bottle?



Rudolf Jelínek's annual cocktail competition is attended by some of Europe's best bartenders

Central Europe

The development of local spirits production is often a story of people working with the raw materials at hand, honing their distillation skills to create their own unique regional products.

So, in Western Bohemia in the Czech Republic, close to the German border, herbal liqueurs have thrived for centuries, including famous offerings from Becherovka in Carlsbad and Fernet Stock from Plzeň-Božkov.

Meanwhile, the warmer lands of southern and eastern Moravia are the natural home of fruit liqueurs and brandies – especially slivovitz.

This distinctive plum brandy rose to prominence in the mid-18th century and has been transformed from local speciality to international phenomenon, with leading producer Rudolf Jelínek exporting to dozens of countries.

Fruit is the key too to the production of pálinka, which is to Hungary what cognac is to France or grappa to Italy. Made since the 14th century, it is distilled from an array of fruits – from plums to pears, apricots, apples, cherries, mulberries and quince – with no additional alcohol, sugar, honey or artificial flavours permitted.

Following a post-war lull when distilleries were nationalised and both quality and image suffered, pálinka is now in the midst of a revival, thanks to new distilleries and pálinka festivals.

EARLY
DISTILLERS IN
SLIVOVITZ
HEARTLAND
VIZOVICE MADE
SPIRITS FROM
BEER DREGS

PÁLINKA'S
DELICATE
FLAVOURS ARE
BEST APPRECIATED
AT ROOM
TEMPERATURE

THE BLACK ALPINE
CURRANT HAS
BEEN GROWN FOR
LIQUEURS SINCE
THE 16TH
CENTURY

“ In soda,
pálinka is
better than
whisky, in tea it
is better than
rum ”

Edward, Prince of Wales, on
visiting the Kecskemét Pálinka
Distillery in 1935





BOTH RAKIYA AND
TUICĂ ARE
TRADITIONALLY
DRUNK BEFORE A
MEAL, NOT
AFTERWARDS

MORE THAN HALF
OF BULGARIAN
SPIRIT PRODUCTION
IS RAKIYA, MADE
USING GRAPES OR
FRUIT

FRUIT BRANDY IS
THE TOP CHOICE
FOR ROMANIANS



Bulgaria's world-class grapes are used to make traditional rakiya, a brandy dating back to the 12th century

“ What distinguishes us is the precision and control we exercise over the production process in order to achieve the consistent quality of our products ”

Plamen Baykov, CEO, Vinprom Peshtera SA

Eastern Europe

The eastern lands of Europe have some of the longest traditions of distillation in the world, with evidence that the ancient Thracians in modern-day Bulgaria were making their own spirits around the third or fourth century BC.

Today, rakiya dominates spirits production in Bulgaria – typically classified as a brandy, it is usually made from grapes or other fruits and can be once, twice or even three times distilled. The tradition reached Bulgaria as long ago as the 12th century, with rakiya thought to be derived from the Arabic word “arak”, a Levantine spirit.

Bulgarian rakiya production expanded hugely during the days of the Ottoman Empire, when rakiya vineyards accounted for as much as 80% of the country's agricultural area. In 1888, vineyards totalled nearly 1.2m acres.

Today, grape rakiya or grozdova dominates Bulgarian rakiya production, but leading producer Vinprom Peshtera also makes high-quality variants including Peshterska standard grape, matured, selection and Muscat Rakiya. Exports now reach more than 30 markets, including the US, Hong Kong and China.

In Romania, indigenous plum brandy Tuică is a regular fixture when a toast is called for weddings, baptisms, harvest festivals and other feast days – especially in rural areas – and is typically drunk in shot form before a meal.





Some believe the word ouzo derives from the Turkish word for grape, *üzüm*, while others claim it is named after the superior quality of silkworm cocoons, known as *uso Massalia*, in Marseille

Greece, Cyprus & Malta

The year-round sunshine and Mediterranean climate of Greece affords a bounty of fruits, herbs and grains that have been used for centuries in the production of local spirits.

The most renowned of Greek spirits is anise-based ouzo, the origins of which can be traced back to Egypt and is traditionally drunk as an accompaniment to seafood and fried food.

But Greece’s spiritual wonders are vast, and visitors can discover a host of local products unique to its islands, such as kumquat of Corfu for mixing with vodka for a unique liqueur, as well as tsipouro and masticha of Chios, many of which are made at small homesteads.

The majority of liquor sold in Malta is to the 1.5 million tourists who flock to the island every year. Among these liqueurs are local specialities such as anisette, bajtri and limuncell, the latter of which is made exclusively from lemons grown on the island of Gozo. Despite such little local production, the spirits sector still contributes over €20m to the Maltese economy every year.

Likewise, Cyprus owes a major share of its spirits consumption to tourism, attracting some two million visitors every year. Its local speciality is Zivana, a dry spirit distilled from wine and the leftover grape skins and pulp from the winemaking process.

“ Our philosophy is to offer true, pure and high quality tastes, with deep roots in the past and an essential presence today ”

Nikolas Smyrlakis, Roots Spirits



Kumquats are harvested on the island of Corfu for a traditional, local liqueur

THE FIRST PRODUCTION OF TSIPOURO WAS BY MONKS IN THE 14TH CENTURY

BRITISH BOTANIST SIDNEY MERLIN FIRST GREW KUMQUATS ON CORFU IN 1924

MASTICHA OF CHIOS IS PRODUCED FROM THE RESIN OF THE MASTIC TREE





OVER 200,000 ITALIANS ARE EMPLOYED IN THE PRODUCTION AND SALE OF SPIRITS

LUXARDO MARASCHINO ONLY EXISTS TODAY AFTER JUST ONE FAMILY MEMBER SURVIVED WORLD WAR II WITH THE RECIPE INTACT

LIMONCELLO MUST BE MADE FROM SORRENTO LEMONS

The preservation of Amalfi lemon groves is vital to the production of limoncello

Italy

There isn't a nation in Europe producing as wide a variety of spirits as Italy, whose repertoire spans sweet indulgent liqueurs like amaretto and maraschino, to bitter aperitivos and amaros. While two thirds of Italian spirits are exported, the Mediterranean country has long established its own consumption of spirits into a social ritual, with the majority consumed chilled at the beginning or end of a meal with family and friends.

But it's not only the consumption of spirits in Italy that's a family affair; many products are created by companies that have operated under family ownership for generations, such as Luxardo Maraschino (since 1821), Fernet Branca (1845), and Disaronno (17th century).

Almond-flavoured amaretto liqueurs like Disaronno are perhaps the most well-known liqueurs from Italy, although a global trend for bitter flavours is shining a light on amaros, herbal liqueurs and aperitivos. Grappa is also an important product from Italy, and its colourful history stretches back to the oldest grappa distillery in the country, Nardini, whose grapperia has remained unchanged since 1779.

Visitors to Italian shores invariably bring home with them a taste of Italy in the form of grappa, a brandy made from the leftover grape skins, seeds and pulp from the winemaking process, or iconic yellow liqueur, limoncello. The latter is said to have been created in the early 1900s by Maria Antonia Farace, a guesthouse owner who would create a liqueur for her patrons made from the lemons and oranges in her garden. While its origins are contested, limoncello is now protected by a geographical indication.



“ We rediscover the pleasure of past journeys by recalling the fragrances, flavours and emotions of places we have visited ”

Augusto Reina, CEO, Ilva Saronno





Field of blackthorn trees for Pacharán production by Hijos de Pablo Esparza

Spain and Portugal

The consumption and production of distilled beverages have been intrinsically linked to the history and tradition of the Iberian Peninsula since the great civilisations of ancient times that passed through the land, including the Greeks, Romans and Phoenicians.

Spain is the third leading country in Europe in terms of its number of geographical indications, behind France and Italy, which underlines its long-standing traditions. As evidence of the privileged role they have in Spanish culture, they appear at both at the start of a meal (as an aperitif) and the end, where a shot of something is the finishing touch.

The 28 Spanish geographical indications are covered with specific regulations guiding their production, such as Brandy de Jerez, Pacharán from Navarra, Orujo from Galicia, Ron Miel from the Canary Island, and the Ratafia from Catalonia. Spain is also a large producer of gin.

The first reference to making brandy in Jerez comes from 1580. However, it was not until the 18th and 19th centuries that it became an important industry, selling mostly to northern Europe then via the various East India Companies to the rest of the world. Today, as a legacy of these visionary wine producers, hundreds of families make their living by producing Jerez brandy.

To the west, the Portuguese are still favouring national spirits such as aguardente or liqueurs, some of which were first created as medicine using local herbs and spices, or fruits and are market leaders to this day, such as the Ginginha (cherry), or Amendoa Amarga (bitter almond), or Licor Beirão (crafted from a balance of herbs and spices).



João Malheiro distilling Templus Gin, an organic artisanal gin produced in the Iberian Peninsula

“ When you think of the Mediterranean and the wild meadows of the Alentejo countryside full of rare scented herbs, it takes you to a certain state of mind. We wanted to replicate that with our gin and reflect that lifestyle, gastronomy, climate and feeling of escape ”

João Malheiro, CEO and Master Distiller Oficina dos Espíritos

QUEEN BLANCA OF NAVARRE DRANK PACHARÁN FOR CURATIVE PURPOSES WHEN SHE FELL ILL AT THE MONASTERY OF SAINT MARY OF THE SNOW IN 1441.

THE COMMON WAY TO DRINK PORTUGUESE AGUARDENTE IS A FEW DROPS IN AN ESPRESSO “CAFÉ COM CHEIRINHO” (COFFEE WITH SCENT)

INITIALLY THE ARABS DISTILLED WINE PURELY FOR MEDICINAL PURPOSES, ALTHOUGH THEY FOUND A LARGE MARKET AMONG CHRISTIANS





Some Cognac houses have been run by the same families for generations

France

The history of distillation in France features a melting pot of styles and flavours, from anise spirits such as pastis and absinthe through to fruit liqueurs, vermouth, armagnac and apple-based spirit calvados.

In fact, the country's heritage in spirits is so great that a number of historical brands dating as far back as the 18th century have become staples for bartenders the world over.

Herbal liqueur Benedictine, iconic green liqueur Chartreuse, which was first created by Carthusian Monks in 1737, are just two examples. A colourful website is available for lovers of French spirits to plan wonderful visits to distilleries and museums (www.spiritourism.com).

However it's brandy that's perhaps the most famous of all French spirits, most notably cognac. Produced in a delimited geographical area, deeply rooted in tradition and steeped in history, cognac is a unique spirit celebrated around the world for its aromatic complexity and elegance. Its geographical indication reflects a rigid set of production rules that protect its quality and character, separating its virtues from other French brandies.

The cellar master, or *maitre de chai*, selects winegrowers' *eaux de vie* and oversees their maturation and blending. The ageing of cognac in oak barrels is an integral step in developing the spirits' flavour, although the angels also play their part. The "angels' share", or "*La part des anges*", is the name given to the alcohol that evaporates during the maturation process, around 2% per year.

It is also the name given to an annual charity gala in which producers auction off their most exquisite decanters.



Cocktail competition winner Parisian bartender Amanda Boucher, of Padeloup

“ It is essential to soak up the world of spirits – to go into the fields, to the still, to participate in the development of spirits on occasion ”

Maxime Hoerth, head bartender, Le Bristol, Paris



THE ANNUAL ANGELS' SHARE IS EQUIVALENT TO 25M BOTTLES, OR HALF OF THE AMERICAN MARKET

SPIRITS FROM WINE GRAPES ARE PART OF THE CULTURAL, GASTRONOMIC AND LANDSCAPE HERITAGE OF FRANCE

PASTIS IS A POPULAR ANISE DRINK BORN IN THE 1920'S IN PROVENCE



The Jameson Experience in Midleton is a key tourist destination

Ireland

It was a group of Irish monks that gave the world the word “whisky”, deriving the name for fermented and distilled cereals that had been oak-rested from the Gaelic uisce beatha (water of life). For Ireland, whiskey – spelled with an ‘e’ – has certainly grown to live up to its name and now generates over €350 million of exports every year.

Developed by monks who brought distillation technology back to Ireland from the Middle East around 1000 AD, the story of Irish whiskey is fraught with highs and lows as it weathered the storms of US Prohibition and its own civil war in the 1920s. But the Irish spirit prevailed, and has now flourished to become the fastest-growing premium spirit in the world; in the 10 years to 2013, exports grew 220%.

Unlike its Scottish cousin, Irish whiskey is usually triple-distilled for a smoother flavour, whereas Scotch is generally distilled just twice. Common varieties include single malt, blended, and single pot still, the latter of which is a style unique to Irish whiskey alone.

Alongside Irish whiskey and indulgent Irish cream liqueurs, the celtic country also produces a white spirit named poitin, or poteen. Protected by the EU’s geographical indication, poitin is traditionally distilled from malted barley, grain, treacle, potatoes or whey.



Kilbeggan ambassadors raise a glass to their industry

“ Since 1782 the Teeling family have been crafting Irish Whiskey. The entrepreneurial spirit that inspired Walter Teeling back in the 18th century has not been diluted over the years ”

Jack Teeling, managing director, Teeling Whiskey Co.

SINGLE POT STILL IRISH WHISKEY IS MADE FROM A BLEND OF MALTED AND UNMALTED BARLEY

OVER 300,000 LITRES OF MILK ARE USED FOR IRISH CREAM LIQUEURS EVERY YEAR

IRISH WHISKEY IS A FAVOURITE AMONG MODERN POP STARS, WITH BRANDS REFERENCED BY THE LIKES OF RHIANNA AND LADY GAGA





Strathisla Distillery in Speyside, Scotland

UK

Scotch Whisky is by far the biggest and most prominent spirit produced within the British Isles, with over one billion bottles exported across the globe as far as Taiwan, Thailand and Brazil. An iconic and protected product recognised throughout the world, Scotch whisky is vital to the success of the UK and Scottish economies, both in terms of the excise generated from sales and the number of visitors to Scotland as “whisky tourists”. The industry takes its production process extremely seriously, allowing only water, yeast and cereal as ingredients. As such, Scotch has become one of the most aspirational purchases by consumers in emerging economies throughout the world.

While Scotch production dates as far back as 1494, the UK also has a rich history of distilling gin. William of Orange brought Jenever, a close Dutch relative of gin, over to British shores in the mid-17th century that subsequently became wildly popular. Today, UK-made gin is some of the most popular around the world, even if the majority of it is consumed domestically.

Spirits production aside, the UK is also famous for its groundbreaking cocktail culture, with London renowned as the cocktail capital of the world. Bartenders from far and wide flock to London to learn the art of mixing drinks, before taking their education back to their home towns and teaching others.

“ The outstanding quality of British spirits, original concepts and ideas are inspiring generations of hospitality professionals including myself ”

Alex Kratena, head bartender, The Artesian, London, Best Bar in the World



The faces behind Sipsmith Gin

SCOTCH WHISKY ACCOUNTS FOR A QUARTER OF UK FOOD AND DRINK EXPORTS

AROUND 1.3M PEOPLE VISIT DISTILLERIES EACH YEAR

GIN IS THE SECOND MOST CONSUMED SPIRIT IN THE UK



Everywhere!

Foraging, or the practice of gathering wild food, dates back as far as the hunter-gatherer and despite its current renaissance for quite some time it was left in the wilderness. Somewhere along the way this practice had become lost, with convenience replacing quality.

Now, the ability to trace food right back to its source has gained popularity, with organic and local becoming the new buzzwords among bartenders.

This passion for freshness is already global, with Emil Åreng, head bartender at Open/Closed in Umeå, Sweden, creating cocktails such as Camouflage, using foraged meadowsweet, spruce and birch from right on his doorstep. The drinks may take pride of place on the new bar's menu, but he is wary of disclosing the precious locations of his prized ingredients. "Here in Sweden it's all about keeping secrets; people don't tell each other where they have their certain spots for cloudberry and arctic raspberries. You tell your son and then you take it to the grave." It is this same secrecy and effort that has seen Åreng emerge as one of the world's authorities on foraged mixology.

Foraging is all about locality and seasonality. An ever-changing canvas that provides a variety of different ingredients throughout the year is a creative bartender's dream. Finding wild moss in autumn or seaweed washed ashore on the coast feeds the imagination.

Pioneering venues such as Dandelyan at The Mondrian, London focus on sustainable, locally-sourced ingredients. The award-winning Mr Lyan has taken his ability for flavour matching and applied this to a menu that sees emphasis placed on carefully sourced fruit, vegetables and herbs whilst incorporating modernist techniques.

The Timberyard in Edinburgh has also been pushing the boundaries of foraged ingredients showcasing cocktails such as The Rum Shrub, a delectable combination of samphire, spruce vinegar, lemon verbena and rum.

The use of locally-sourced herbs and fruits in cocktails has become a widespread phenomenon across Europe, feeding the imagination of the entire spirits industry.



List of Members



SPIRITS ASSOCIATIONS

Full members

AUSTRIA

FNGO
Fachverband der Nahrungs- und
Genussmittelindustrie Österreichs
www.dielebensmittel.at

BELGIUM

VSAB
Vinum & Spiritus Association Belgium
www.fbv.be

BULGARIA

APITSD
Association of Producers, Importers
and Traders of Spirit Drinks
www.apitstd.com

CYPRUS

CASID
Cyprus Association of Spirits
Importers & Distributors
www.potomemetro.com

CZECH REPUBLIC

UCSPI
Union of the Czech Spirits Producers
and Importers
www.uvdl.cz

GERMANY

BOVB
Bundesverband der
Obstverschlußbrenner e.V.
www.obstbrenner.com

BSI
Bundesverband der Deutschen
Spirituosen Industrie und Importeure e.V.
www.spirituosen-verband.de

DENMARK

VSOD
The Danish Wine and Spirits
Organisation
www.danskerhverv.dk

SPAIN

FEBE
Federación Española de Bebidas
Espirituosas
www.febe.es

FEDEJEREZ
Federación de Bodegas del Marco de
Jerez
www.fedejerez.com

FINLAND

ETL / FABIA
Finnish Food and Drink Industries'
Federation / Finnish Alcoholic
Beverages Industries' Association
www.etl.fi

FRANCE

BNIC
Bureau National Interprofessionnel du
Cognac
www.bnic.fr
FFS

Fédération Française des Spiritueux
www.spiritueux.fr

GREECE

SEAOP
Greek Federation of Spirits Producers
www.seaop.gr

ENEAP
Hellenic Association of Drinks
Distributors
www.eneap.gr

HUNGARY

HSA
Hungarian Spirits Association
www.szeszipar.hu

IRELAND

ISA
Irish Spirits Association
www.ibec.ie

ITALY

FEDERVINI
Federazione Italiana Industriali
Produttori Esportatori ed Importatori
di Vini, Acquaviti, Liquori, Sciroppi,
Aceti ed Affini
www.federvini.it

LUXEMBOURG

CLC
Fédération luxembourgeoise des
industries et du négoce des vins,
liqueurs et spiritueux
www.educalcoo.lu

LATVIA

LANA
Latvian Alcohol Industry Association
www.dzeratbildigi.lv

MALTA

TSG
The Sense Group
www.drinkawaremalta.com

NETHERLANDS

SpiritsNL
www.spiritsnl.nl

POLAND

PPS
Polish Spirits Industry of Spirits Branch
Employers Associations
www.pps.waw.pl

PORTUGAL

ACIBEV
Associação de Vinhos e Espirituosas
de Portugal
www.acibev.com

ANEBE

Associação Nacional de Empresas de
Bebidas Espirituosas
www.bebacomcabaca.pt

ROMANIA

GARANT
Federation of Alcohol Industry and
Spirits from Romania

Spirits Romania
The Association of Romanian Spirits
Producers and Importers
www.spirits-romania.ro

SWEDEN

SSWS
The Swedish Spirits & Wine Suppliers
www.spritochvinleverantorerna.se

UK

WSTA
The Wine and Spirit Trade Association
www.wsta.co.uk

SWA

The Scotch Whisky Association
www.scotch-whisky.org.uk

Observer members

SWITZERLAND

FSS
Fédération Suisse des Spiritueux
www.wineandspirit.ch

SPIRITSUISSE
www.spiritsuisse.ch

NORWAY

VBF
The Association of Norwegian Wine
and Spirit Suppliers
www.vbf.no

SPIRITS COMPANIES

Bacardi-Martini
www.bacardilimited.com

Beam Suntory
www.beamsuntory.com

Brown-Forman
www.brown-forman.com

Gruppo Campari
www.camparigroup.com

Diageo
www.diageo.com

Moët-Hennessy
www.lvmh.com

Pernod Ricard
www.bernat-ricard.com

Rémy Cointreau
www.remy-cointreau.com

€21 000 000 000 generated through VAT and excise

€10 000 000 000 export sales outside the EU

1 000 000 jobs in production & sales

140+ prevention programmes

32 national associations

8 multinationals

1 organisation

spirits.eu

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