

Distilled Spirits Council brings American spirit(s) to SA

Six American distillers will have their spirits introduced to the South African market as part of the Distilled Spirits Council of the United States' (DISCUS) series of tasting events around South Africa this year, catering to consumers and the trade.



In 2018, South African imports of American spirits totalled \$19.7m, up 22% from 2017 and 42% from 2016. In 2018, imports of American whiskey reached \$14.1mn, up 34% from 2017 and nearly 60% from 2016, accounting for 71% of total imports of American spirits.

In line with growing South African market interest, the Distilled Spirits Council will showcase distinctive U.S. spirits.



Uptick in U.S. whiskey imports to South Africa

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New to the South African market and to be presented at the series of tasting events this year are products from the following brands:

Sagamore: Putting Maryland back on the map as a premier distiller of Rye whiskey, Sagamore Distillery opened its award-winning five-acre waterfront distillery campus in Baltimore in 2017.

Uncle Nearest: Uncle Nearest Tennessee whiskey is named for Nathan 'Nearest' Green, the master distiller who taught distilling techniques to Jack Daniel, founder of the Jack Daniel's Tennessee whiskey distillery. The whiskey is distilled utilising an intricate 11-step, 25-day process and a one-of-a-kind triple charcoal mellowing system.

Dad's Hat: Dad's Hat draws on Pennsylvania's tradition of distilling Rye whiskey since the 1800s, using the time-honoured methods that once made the state renowned for its Rye whiskey.

Koval: The first distillery in Chicago since Prohibition, Koval focuses on unique whiskeys and other distilled spirits, which are handmade using local, organic ingredients.

Golden Moon Distillery: This award-winning distillery in Colorado has upgraded and expanded, and now offers a broad range of distilled spirits.

Whistling Andy: Whistling Andy Distillery in Bigfork, Montana, creates distilled spirits with locally grown ingredients.

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