



Beam Fills 16 Millionth Barrel Since Prohibition

The James B. Beam Distilling Co. has filled its 16 millionth barrel of bourbon since Prohibition and the beginning of a year honoring the brand's 225th anniversary. The milestone barrel was filled and sealed by family distillers Fred Noe, seventh-generation master distiller, and his son, Freddie Noe, eighth-generation Beam distiller, at the distillery in Clermont, Ky.



L-R: Fred Noe, Beam Master Distiller; Kentucky Gov. Andy Beshear & Freddie Noe, Beam Distiller

"It's humbling that we get to fill our 16 millionth barrel as we kick off our 225th anniversary," said Fred Noe. "This milestone speaks to our eight-generation commitment to never compromising on quality and always staying true to our roots. Celebrating 225 years and looking back at my family's story in Kentucky, we're not raising a glass to our past, but for the 225 years to come! I'm looking forward to the next chapter of bringing more people together over great bourbon for another 225 years."

The company recently committed to invest more than \$60 million in Clermont to build the Fred B. Noe Craft Distillery and create a new visitor experience that encompasses the entire family of brands including Jim Beam Knob Creek, Booker's, Baker's and Basil Hayden's and the next generation brands such as Little Book and Legent.

Beam Distilling has also established a Natural Water Sanctuary Alliance at Bernheim Arboretum and Research Forest to protect the limestone water of the region used to make its bourbon. The company has also donated \$5 million to the University of Kentucky to establish the James B. Beam Institute for Kentucky Spirits to educate the bourbon industry's next generation and research ways to distill more efficiently and more sustainably.

DISCUS Response to U.S. Announcement to Maintain Retaliatory Tariffs on E.U. Distilled Spirits Products

"The distilled spirits industry on both sides of the Atlantic has suffered enough. We urge the Administration and our E.U. trading partners to de-escalate this trade dispute by simultaneously removing the U.S. tariffs on E.U. beverage alcohol products and the E.U.'s tariff on American whiskey," according to a DISCUS statement.

Since October 18, 2019, the U.S. has imposed a 25% tariff on imports of single malt Scotch whisky and single malt Irish whisky from Northern Ireland and liqueurs and cordials from Germany, Ireland, Italy, Spain and the U.K. Based on the Administration's announcement, these tariffs will remain in place.

Additionally, since June 22, 2018, the E.U. has imposed a retaliatory tariff of 25% on all U.S. whiskey imports. According to new data released from the U.S. International Trade Commission, the E.U.'s 25% retaliatory tariff on American whiskey caused exports to the E.U., the U.S. spirits industry's largest export market, to reduce by 27% in 2019 compared to 2018. Global exports of American whiskey have declined 16% and global spirits exports are down 14.3% over the same time frame.

"It has become abundantly clear that tariffs on distilled spirits products are causing rough seas on both sides of the Atlantic," the DISCUS statement continued. "We are gravely concerned that if these disputes are not resolved soon, these U.S. tariffs on E.U. spirits imports will cause a similar drag on the U.S. economy, jeopardizing American companies and jobs.

"The longer these disputes are unresolved, the greater the threat of even more tariffs on our industry. Specifically, the E.U. has stated it may impose retaliatory tariffs this spring on U.S. rum, vodka and brandy in its parallel case at the WTO concerning Boeing. In addition, the E.U. is scheduled to increase its retaliatory tariff on American whiskey to 50% in spring 2021.

We urge both sides to resolve these disputes so that consumers can enjoy."