



Adam Fournier – 2021 U.S. World Class Bartender of the Year

The first entirely digital version of the United States Bartenders' Guild (USBG) Presents World Class sponsored by Diageo took place this year with



Adam Fournier

50 bartenders, and Adam Fournier became the 2021 U.S. Bartender of the Year after five days of a four-challenge competition. He'll represent the U.S. in the global finals later this year in Madrid, Spain.

Packaged Imports Decline -6% by Value L12M through February 2021, Packaged Exports Decline -13%

from [bw166.com](#)

Total Beverage Alcohol

Total beverage alcohol imports (including bulk and packaged) declined -5% by value over the last 12 months and grew +2% by value over the last three months; 34% of all imported beverage alcohol by value came from Mexico over the last 12 months.

Total beverage alcohol exports (included bulk and packaged) declined -12% by value over the last 12 months and declined -22% by value over the last three months; 24% of all exported beverage alcohol by value went to Canada over the last 12 months.

Spirits

Imported packaged spirits for the last 12 months grew +3% by volume and declined -6% by value. Over the last three months, volumes grew +10% and grew +5% by value. Imported bulk spirits for the last 12 months grew +6% by volume and declined -5% by value. Over the last three months, volumes grew +2% and

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An Evolving Market Landscape Encourages Whisky Producers to Innovate

by *The IWSR Drinks Market Analysis, [www.theiwsr.com](#)*

Changing market forces have prompted some whisky producers to question the way in which whiskies are made, packaged and marketed

As demand for whisky continues to grow apace in many countries worldwide, changing market forces are pushing a new, more modern breed of whisky to the forefront.

Increasing interest from Millennial consumers — both male and female alike — has prompted some whisky producers to question the way in which whiskies are made, packaged and marketed. This new consumer demographic challenges the age-old perceptions of whisky being a 'man's' drink, one where quality is defined by heritage, age statements or traditional distilling processes.

While the evolving whisky consumer is prompting a review of the category's traditional values, premiumization in other spirits categories is simultaneously challenging whisky's stronghold at the higher end of the low-tempo occasion. Premium rums and tequilas, for example, are increasingly aligning with sippability cues, whether in high-profile cocktails or to be savored on their own. This is giving the whisky drinker opportunities to expand into other categories that offer a similar drinking experience and are prompting whisky producers to diversify their offering in response.

Furthermore, for many whisky producers, increased demand from a growing middle class in markets like India and China is straining supplies of aged whiskies. This has been another factor in prompting producers to disrupt their traditional thinking and explore new ways of defining a whisky's quality. Age statements give way to characteristics such as unique production methods or to brand line extensions that focus on innovative packaging and brand values.

"Over the past few years, there has been a change in how some whisky distillers are bringing their product to market in order to make their whiskies more accessible and relevant to a younger LDA audience," said Guy Wolfe, Strategic Insights Manager at IWSR. "Packaging, brand values and social responsibility

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