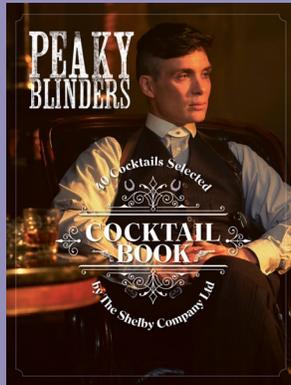




The Peaky Blinders Cocktail Book

The Shelby Company in the U.K. has published *The Peaky Blinders Cocktail Book* (White Lion Press, \$18). There are 40 cocktails inspired by the *Peaky Blinders* TV series, such as the Birmingham Sour, Derby and Easy Dizzy.



The book also features photography of the cast and settings from the BBC period crime drama.

DISCUS Statement in Response to USTR's Notice of Proposed Retaliatory Tariffs on Additional E.U. Distilled Spirits Products

"USTR is requesting public input on whether it should impose new tariffs on E.U. spirits, including Scotch Whisky, Irish Whiskey, other Whiskeys and Grape Brandy (from all E.U. members), vodka and gin from the U.K., Germany, France and Spain and liqueurs and cordials from all other E.U. members not currently facing tariffs.

"The U.S. distilled spirits sector strongly opposes any additional spirits tariffs, which would only escalate trade tensions across the Atlantic and further jeopardize American companies and hospitality jobs already under duress as a result of COVID-19.

"E.U. and U.S. distilled spirits companies have suffered enough as a result of this trade war. Since October 18, 2019, the U.S. has imposed a 25% tariff on imports of Single Malt Scotch Whisky, Single Malt Irish Whiskey from Northern Ireland and liqueurs and cordials from Germany, Ireland, Italy, Spain and the U.K.

"Since June 22, 2018, the E.U. has imposed a retaliatory tariff of 25% on all U.S. whiskey imports. According to a new DISCUS report marking the two-year tariff anniversary, American whiskey exports to the E.U. have tumbled by 33% and cost \$300 million since the E.U.'s 25% retaliatory tariff went into effect.

"The longer these disputes go unresolved, the greater the threat of even more tariffs on our industry. 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 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.

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American Whiskey Exports to E.U. Drop by 33% at Tariff Two-Year Mark

American whiskey exports to the E.U., the U.S. spirits industry's largest export market, have tumbled by 33% and cost \$300 million since the E.U.'s 25% retaliatory tariff went into effect on June 22, 2018, according to a new report released by the Distilled Spirits Council of the United States (DISCUS) on the two-year anniversary of the tariff. The E.U. levied the destructive tariff in response to U.S. tariffs on E.U. steel and aluminum.

"American distillers enjoyed two decades of unparalleled growth in the E.U. prior to the implementation of these retaliatory tariffs," said Chris Swonger, DISCUS President and CEO. "This report makes clear that these tariffs took the wind out of the sails for American whiskey exports to our top export market, which has resulted in a loss of more than a quarter of a billion dollars of sales.

"On the two-year anniversary of the E.U. tariffs, this report shows the tariffs have derailed a great American export success story. Our concern is not only the significant reduction in sales to the E.U., it is also the loss of consumer mindshare for these uniquely American products."

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Diageo's \$100 Million Recovery Fund to Help Pubs & Bars Welcome Back Customers After Lockdown

Diageo has initiated a new global program to support pubs and bars to welcome customers back and recover following the COVID-19 pandemic. "Raising the Bar" will be a two-year program available in July.

Through "Raising the Bar," Diageo will provide \$100 million to support the recovery of major hospitality centers including New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Delhi, Mumbai, Bangalore, Nairobi, Dar es Salaam, Kampala, Sydney and other cities. The program includes the \$20 million Community Fund announced in the U.S. on June 12.

Diageo designed the "Raising the Bar" program following a global survey of bar owners to identify

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