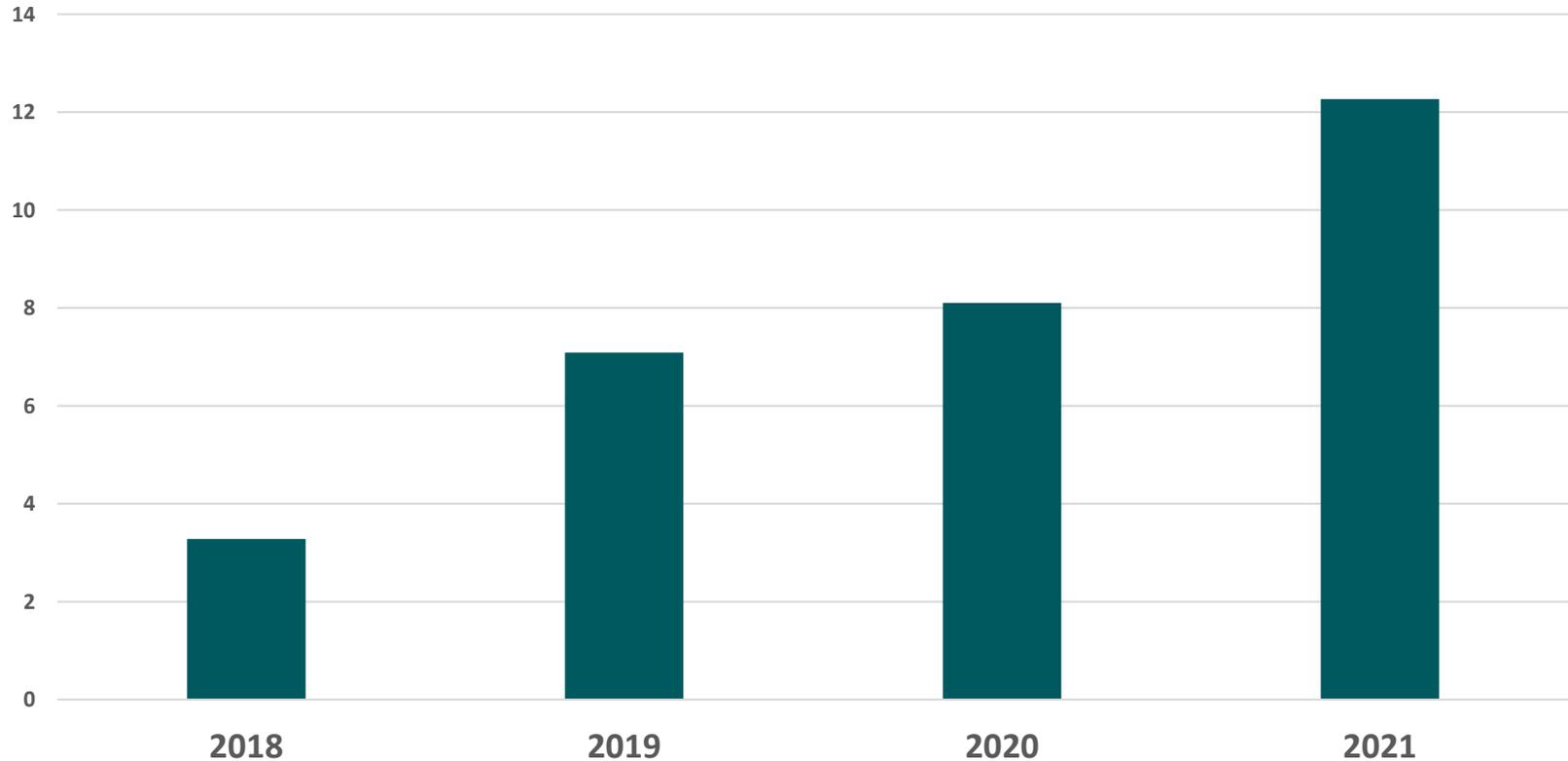


# China Drinks Sector Update

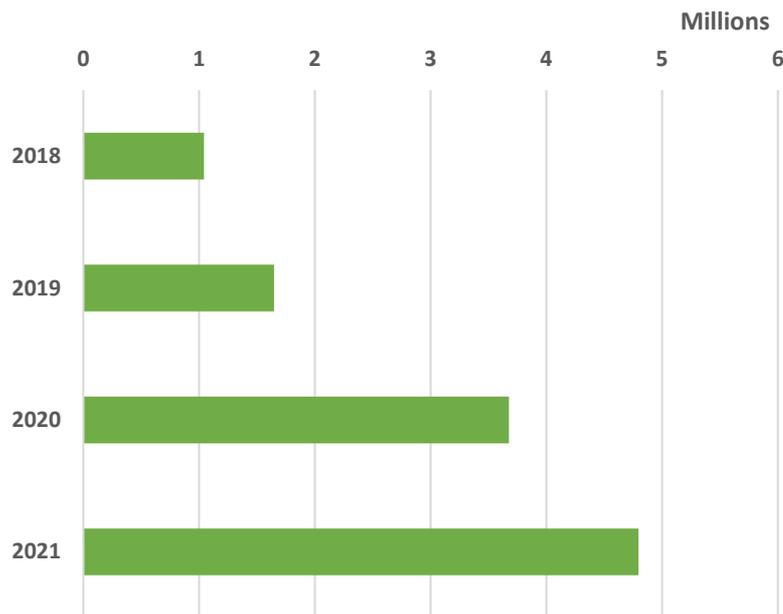
## Jade Cullinane November 2022

# Irish Drinks Exports to China 2018-2021

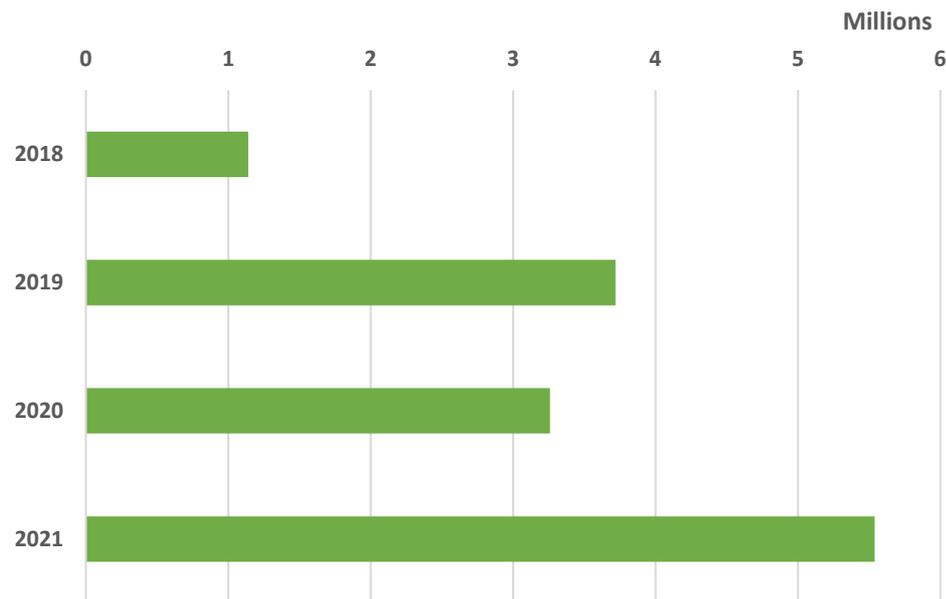


# Strong whiskey and cream liqueurs performance

## Irish Whiskey Exports to China 2018-2021



## Irish Liqueurs Exports to China 2018-2021





Whiskey  
+186%

Liqueurs  
+128%



**Irish drinks exports to China from Jan – Aug 2022  
have rose nearly 50% in value vs the same period in  
2021**

# Drinks exports to Taiwan grew 186% from 2018-2021



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- Drinks exports YTD in 2022 double the value of same period in 2021, with a 146% increase in whiskey
- Taiwan has some of the most sophisticated whiskey consumers in the world



# Informal on-the-groundwork in Taiwan in August 2022, including local distributors and KOLs meetings as well as bar & retail visits

*"Taiwanese whiskey drinkers are open to new brands, and Ireland, as the origin of whiskey, should definitely make itself more known in the market." - Taiwanese KOL*

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## Irish whiskey also makes an impression in Hong Kong

- Although a more established market, Hong Kong has suffered due to instability and lack of international business and tourism in recent years
- Whiskey exports are up 426% from 2018-2021

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# Where do we win?

✓ <b>Strong Story</b>	Ireland is the origin of whiskey.
✓ <b>Diverse Range</b>	For distributors, bars and consumers alike.
✓ <b>Suitable Flavour</b>	Closer to Japanese than Scotch. Smoother which suits the palate of the new drinker and is versatile for bartenders.
✓ <b>Premium Skew</b>	Irish spirits are skewed towards premium which helps elevate our positioning and brand image in the market.
✓ <b>Unique &amp; Exclusive</b>	Lots of craft producers making rare expressions for the whiskey fan looking for something different for their collection.
✓ <b>Award Winning Legacy Brands</b>	There is already existing demand among whiskey fans for globally famous prestigious Irish brands that have yet to enter the market.
✓ <b>Origin Green</b>	Sustainability is becoming a bigger focus for the government which will affect future consumer trends.

# Strong momentum surrounding category

爱尔兰威士忌 Irish Whiskey 曾是主流酒款，地位有如现代苏格兰威士忌一样崇高。自上世纪禁酒令打击后，爱尔兰威士忌酒业至今已重拾正轨，近十年出色作品屡见不鲜，价格非常贴地，在炽热炒风下更显得抵饮。今次介绍5款可常备的爱尔兰威士忌与品牌，最适合新手入门与轻松饮的场合！



今天吃啥 10-9 14:35 来自 微博视频号

布纳维斯塔酒吧——最正宗的爱尔兰咖啡

爱尔兰咖啡是一种含有酒精的咖啡，相传于1940年由Joseph Sheridan首次调制而成，是由热咖啡、爱尔兰威士忌、奶油和糖混合搅拌而成。今天吃啥的微博视频



今品学堂|Whiskey? Whisky? 爱尔兰威士忌你不知道的七件事

不断学习的 今品酒业 2022-10-29 04:30 Posted on 广东

为什么爱尔兰威士忌(Irish Whiskey)是*Whiskey*而不是*Whisky*?这背后有些故事，可能是你不知道的！

# Growth trajectories

- Irish whiskies will continue to grow from a small base, driven by increasing interest from younger consumers looking beyond the main blended Scotch brands (IWSR, 2022).
- As Irish whiskey brands develop stronger age statements, market interest is expected to increase.
- Chinese consumers are increasingly interested in diversity and a range of flavour profiles, which bodes well for Irish whiskey.



## Top emerging markets



CHINA/  
HONG KONG

Irish Whiskey Association, 2022

# Bord Bia's work in market



# Strategy Objectives

1. Establish Irish whiskey as a category in China.
2. Grow the business of existing players through recruiting new customers.
3. Build route to market for new entrants through recruiting importers and distributors.



# How to achieve this strategy?



- Grow the reputation of Irish drinks with strong communications
- Establish routes to market for new entrants
- Grow the business of existing players through trade engagement
- Insight studies to inform our market plans

# Grow reputation with strong communications

关于爱尔兰威士忌，许多你不知道的事正在发生

来源：亨威编辑部 WhiskyENJOY原创 2021-12-15 19:30



文末更多精彩

最近几年，新的威士忌酒厂如同雨后春笋般出现，苏格兰几家曾经关停的传奇酒厂复产，日本新酒厂期待着再一次封神，就连国内也是好不热闹，每一家酒厂都卯足了劲要大干一场。

作为威士忌起源地爱尔兰，威士忌行业也在发生着日新月异的变化，就在5年前，如果说起爱尔兰威士忌，我们所知的品牌、酒厂寥寥无几，一只手数得过来，但是在今天，整个爱尔兰已经拥有38家酒厂正在运营，还有十多家酒厂正在筹建。



高速的行业发展也让位于大洋彼岸的中国威士忌爱好者来不及全景掌握爱尔兰威士忌行业和酒厂的变化。谈谈三次蒸馏、壶式蒸馏这些工艺特点，可能很多老饕都闻所未闻，但你要说38家酒厂，有没有人能如数家珍，了解谁？或许我们可能连名字都没听过。

事实上，爱尔兰威士忌正在快速崛起，中国的威士忌爱好者们也对此表示欢迎，爱尔兰威士忌在中国市场销量增长，从2016年到2020年，爱尔兰威士忌对中国市场的出口额同比增长了154.5倍，在2020年

- Regular Irish drinks education on Bord Bia owned channels
- Trade education pieces in prominent trade magazines
- Irish drinks promotion on popular KOL accounts

爱尔兰威士忌招待会上一共有8家爱尔兰威士忌品牌参与，有爱尔兰威士忌品牌，也有英国品牌，不过除了爱尔兰威士忌的半壁江山，品牌基本代表了如今爱尔兰威士忌的全国面貌，每一家酒厂都按照招待会进行了介绍和展示，通过这样的渠道，我们可以对品牌有个更全面的认识，威士忌行业正在发生的变化。

Glendalough Irish Whiskey



Glendalough酒厂是由一群来自Wicklow和Dublin的酿酒师建立的，他们怀着复兴爱尔兰手工艺酿酒的热情，选择了Glendalough（西海之谷）——坐落在威克洛湖边的一个深奥的冰川山谷，作为新酒厂的所在地。得益于其天然美景而闻名，被称为“爱尔兰花园”，该公司生产一系列的优质爱尔兰威士忌，把名字也印在了酒上。

Hyde Irish Whiskey



自1640年以来，Hyde家族已经拥有三代人参与爱尔兰威士忌行业，从1640年到1962年，Hyde家族是西科伦的塔林那Timken x Cross家族著名的酒厂。

今天，Hyde家族延续了这一传统和对古老工艺的热情，按照他们的严格标准和传统的爱尔兰威士忌，在爱尔兰“野性大西洋”西南海岸科克郡的Little Island岛上一个保和岛酒庄，Hyde威士忌完成了自己现代化和“成型”的过程。

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Establish routes  
to market and  
grow the business  
of existing players  
through trade  
engagement

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# Overview of 2022 activations

3x Irish Whiskey Masterclasses



Trade shows



爱尔兰 - 威士忌的发源地



Trade receptions



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**Hey Whisky**  
SHENZHEN 2022

# 2023 Plans

Priority to continue to build momentum for Irish drinks in China in line with our strategy through:

- Trade shows
- Trade receptions
- Further masterclasses
- Spirit of Ireland Roadshow
- Continued communications messaging
- Irish Cream Liqueur Insight Study



# 2023 Trade Shows

- Hey Whisky Trade Show Shenzhen
- Anufood – Wine & Spirits Zone Trade Show



# 2023 Hong Kong Trade Reception

- Jan 2023 Hong Kong Trade Reception
- Act as a launch event for Hong Kong Irish drinks communications campaign

**Hong Kong Ends Hotel Quarantine in  
Biggest Covid Shift Yet**

# Launch the Spirit of Ireland in China



# Insight studies to inform our market plans

## 2021 Irish Whiskey Market Entry Guide



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## 2023 Irish Cream Liqueur Market Understanding



# 2023 Irish Cream Liqueur Insight Study

- What has led to increased exports?
- What are the key usage occasions of cream liqueur products for Chinese consumers?
- How can Bord Bia assist companies in tailoring their marketing activations / product for the Chinese market?



# The future is bright for Irish spirits in China

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**Thank You**

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