Europe Spirits Inbound Trade Mission to Kentucky & Tennessee

Kentucky and Tennessee
April 8-11, 2025

The demand for distilled spirits from the U.S. in Europe is significant. European consumers appreciate the quality and variety offered by American spirits, such as whiskey, bourbon, and vodka. These products are often perceived as premium and are sought after by both connoisseurs and casual drinkers alike. Additionally, the cultural influence of American cocktail culture has contributed to the popularity of U.S. distilled spirits in Europe. As a result, there is a steady demand for these products across various European markets, making Europe an important export destination for American distilleries.

In response to market demand, SUSTA will invite key buyers/importers from various European countries to visit distilled spirits industries in Kentucky and Tennessee. Registering for this event will allow companies to meet one-on-one with qualified buyers from Europe in either Kentucky or Tennessee to explore the European market at a very low cost.

Participation Fee: $25
- One-on-one meetings in Kentucky – April 8- 9
           or
- One-on-one meetings in Tennessee – April 10-11

Fee Includes:
- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Europe

Registration Deadline: February 7, 2025 (No refunds for cancellation after this date)

Industry Focus: Alcoholic Beverages
Product Description: Distilled Spirits (ex. whiskey and bourbon)

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the Smart Traveler Enrollment Program (state.gov) and monitor the Travel Advisories (state.gov) webpage before traveling.