

Document 1274

[21274001]

Americans are drinking less , but young professionals from Australia to West Germany are rushing to buy premium-brand American vodka , brandy and other spirits .

[21274002]

In particular , many are snubbing the scotch preferred by their parents and opting for bourbon , the sweet firewater from the Kentucky countryside .

[21274003]

With U.S. liquor consumption declining steadily , many American producers are stepping up their marketing efforts abroad .

[21274004]

And those efforts are paying off : Spirits exports jumped more than 2 1/2 times to \$ 157.2 million in 1988 from \$ 59.8 million in 1983 . according to the Distilled Spirits Council of the U.S. , a trade group .

[21274006]

" If you want to be a player , you have to be in America , Europe and the Far East .

[21274007]

You must have world-class brands , a long-term perspective and deep pockets . "

[21274008]

The internationalization of the industry has been hastened by foreign companies ' acquisitions of many U.S. producers .

[21274009]

In recent years , for example , Grand Metropolitan PLC of Britain acquired Heublein Inc. , while another British company , Guinness PLC , took over United Distillers Group and Schenley Industries Inc .

[21274010]

But the shift has also been fueled by necessity .

[21274011]

While premium-brand spirits like Smirnoff vodka and Jack Daniel ' s whiskey are riding high in the U.S. , domestic spirits consumption fell 15 % to 141.1 million cases in 1988 from 166 million cases in 1979 .

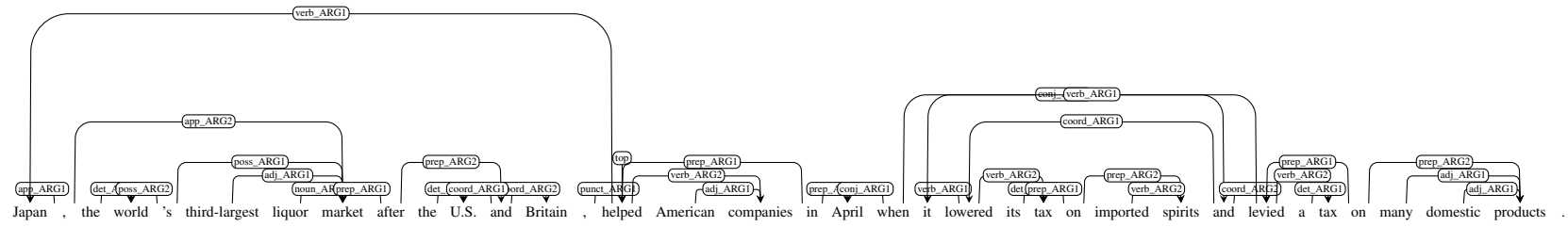
[21274012]

In recent years , growth has come in the foreign markets .

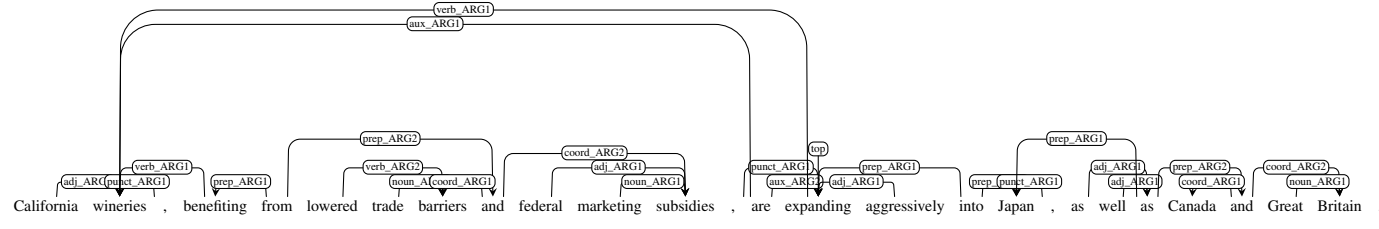
[21274014]

Exports of rum surged 54 % to 814,000 proof gallons .

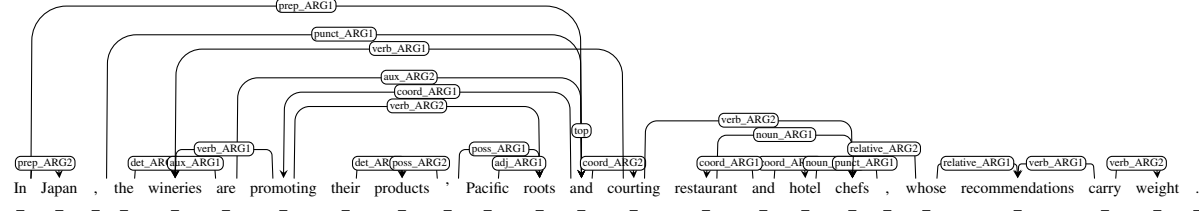
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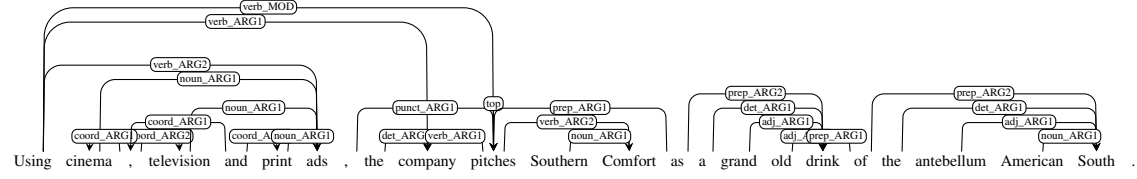
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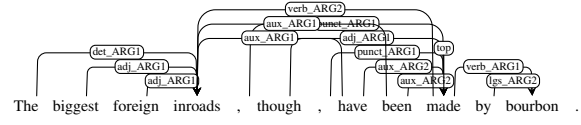
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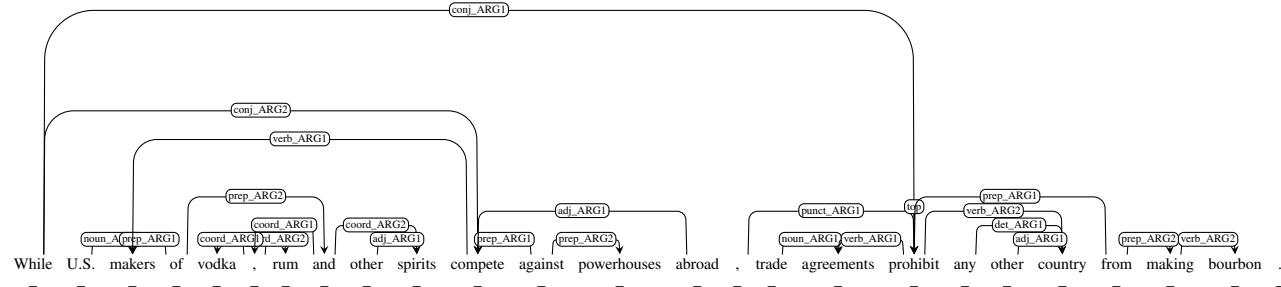
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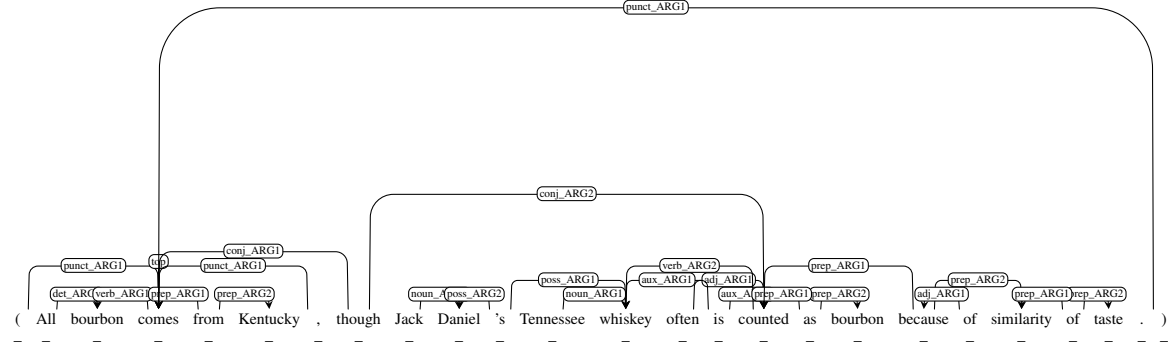
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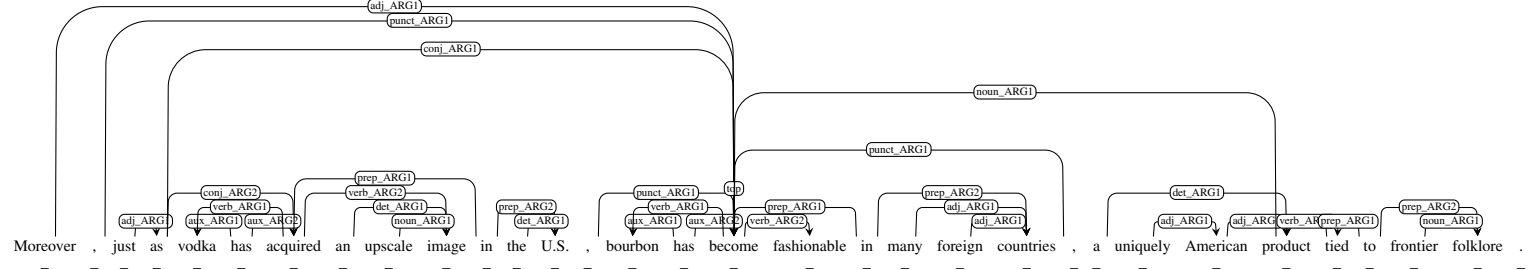
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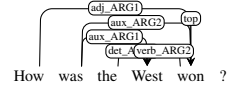
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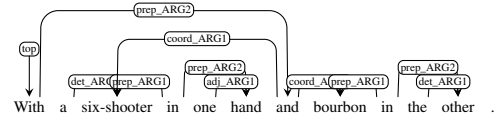
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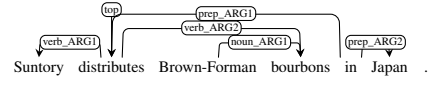
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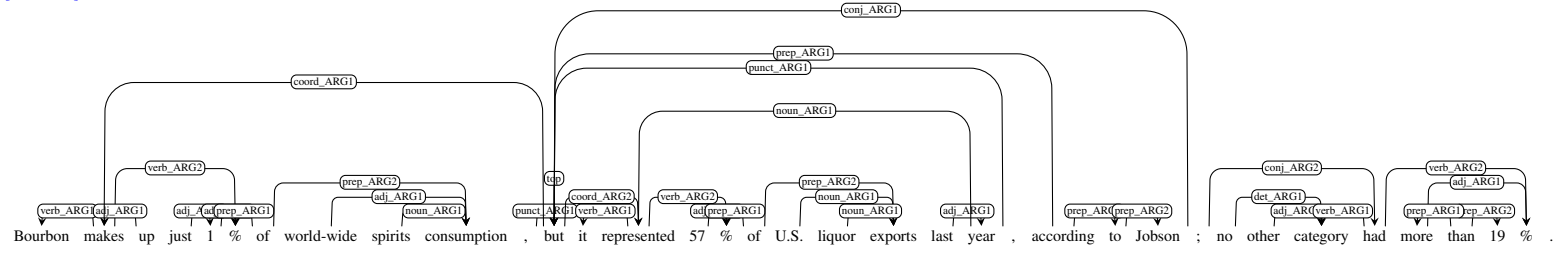
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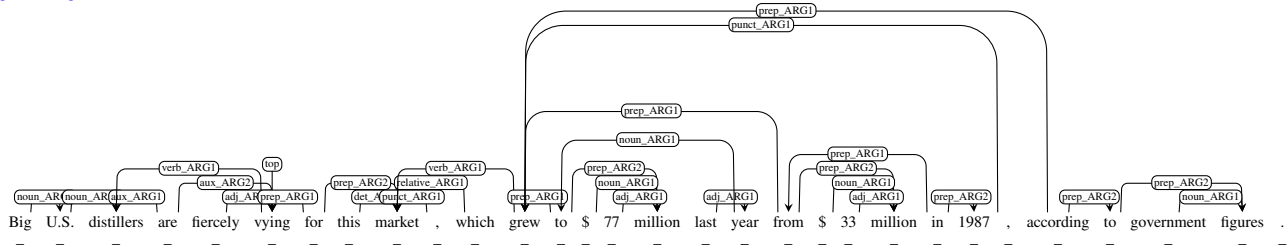
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[21274029]

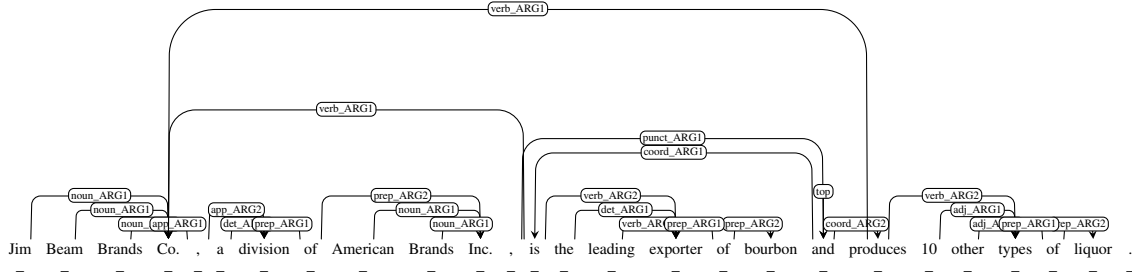


[21274030]



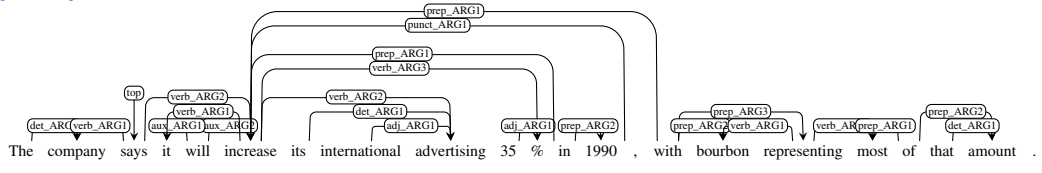
Big U.S. distillers are fiercely vying for this market , which grew to \$ 77 million last year from \$ 33 million in 1987 , according to government figures .

[21274031]



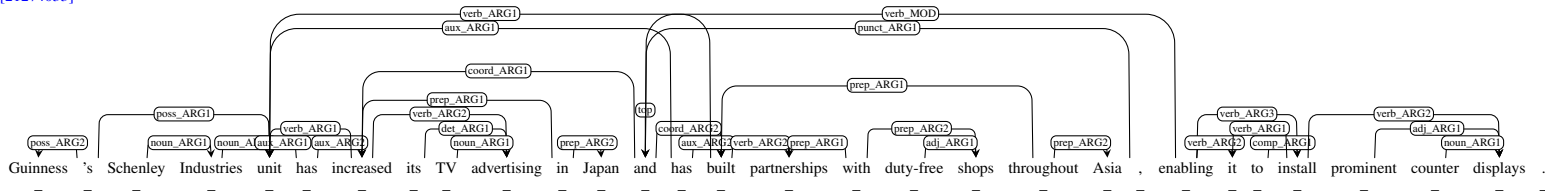
Jim Beam Brands Co. , a division of American Brands Inc. , is the leading exporter of bourbon and produces 10 other types of liquor .

[21274032]



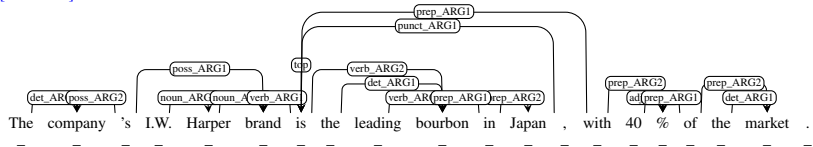
The company says it will increase its international advertising 35 % in 1990 , with bourbon representing most of that amount .

[21274033]



Guinness 's Schenley Industries unit has increased its TV advertising in Japan and has built partnerships with duty-free shops throughout Asia , enabling it to install prominent counter displays .

[21274034]



The company 's I.W. Harper brand is the leading bourbon in Japan , with 40 % of the market .

[21274035]

