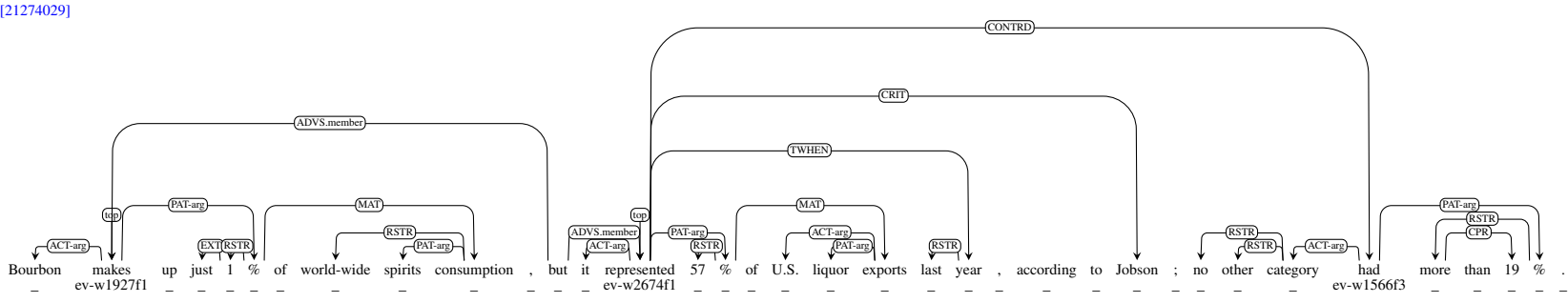
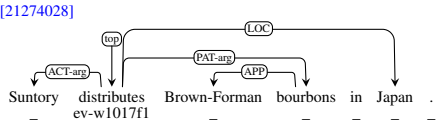
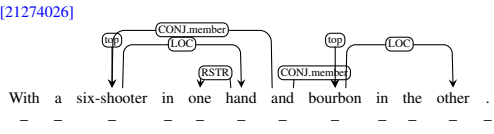
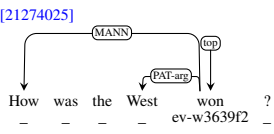
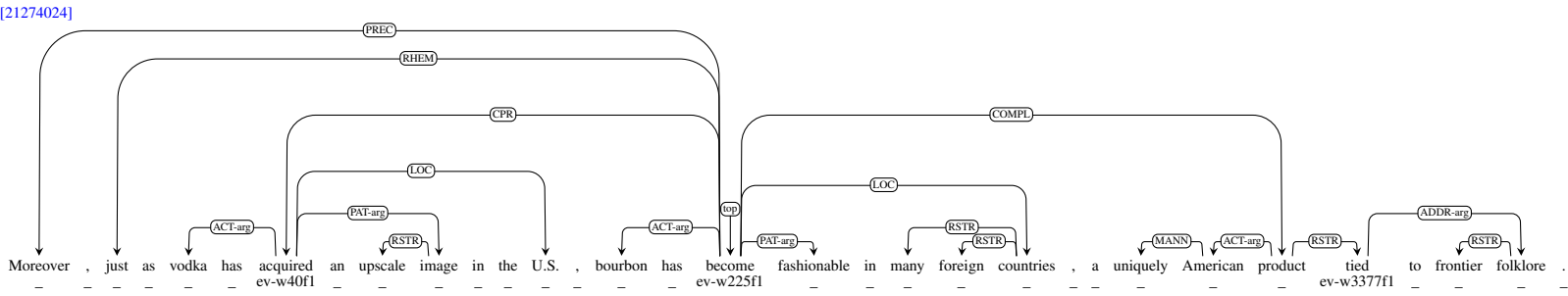
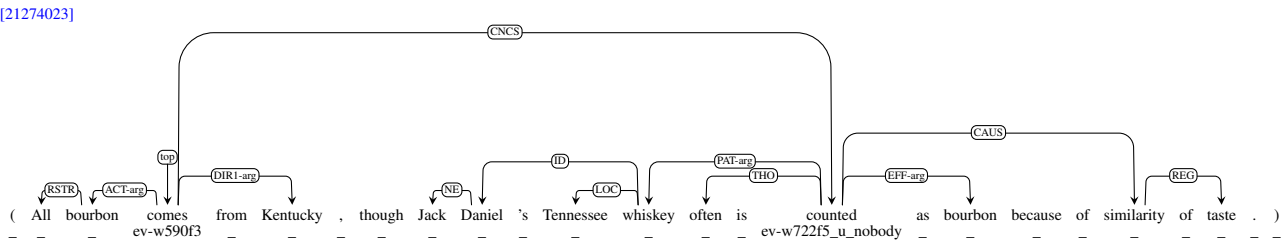
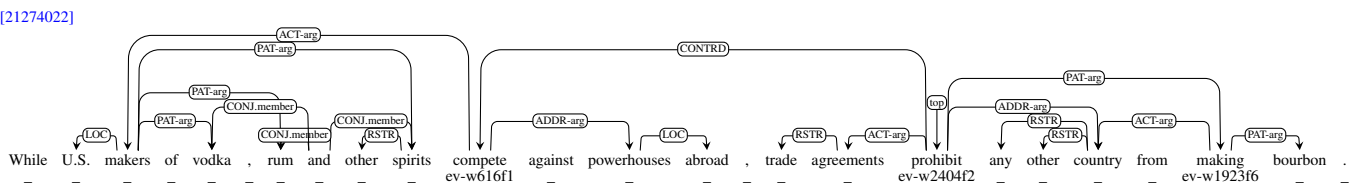
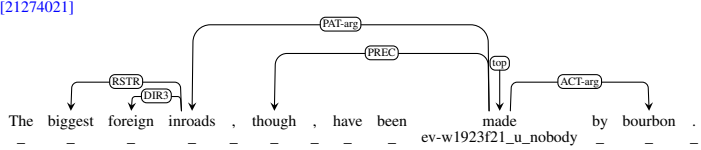
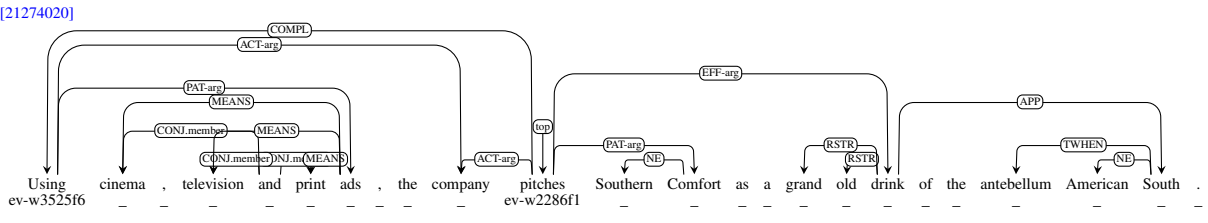
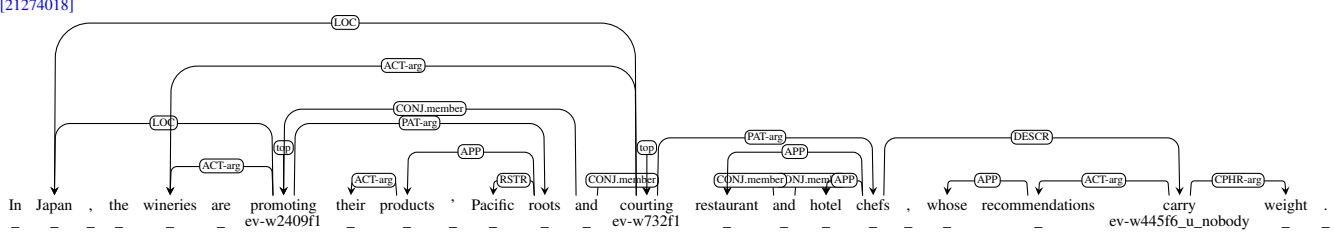
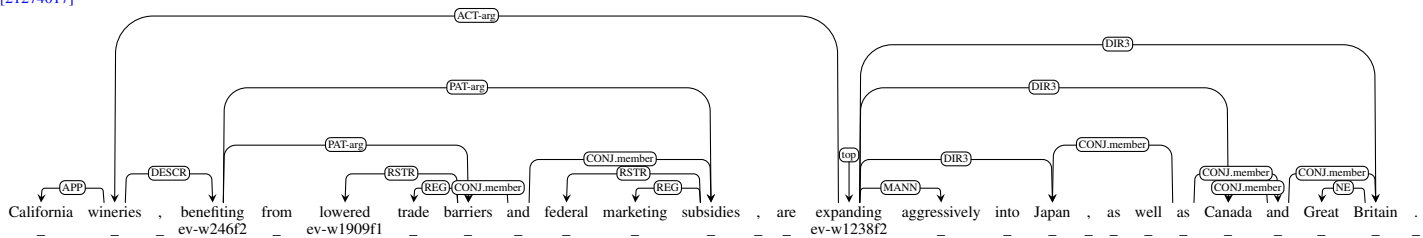
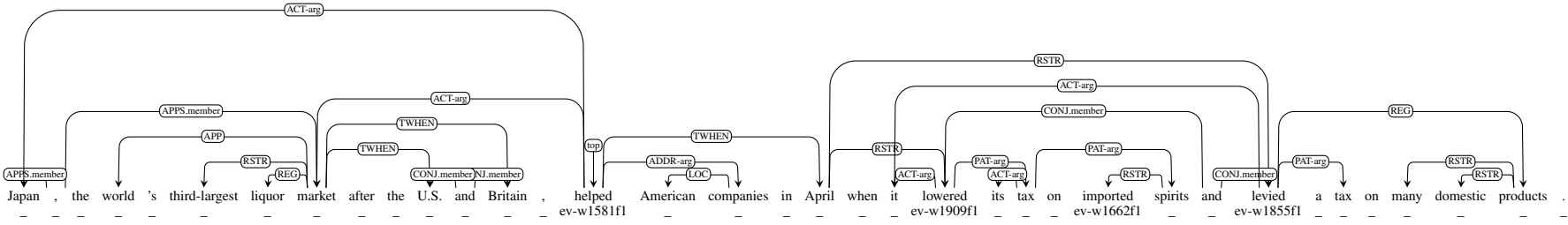


[21274001]





[21274030]

Big U.S. distillers are fiercely vying for this market, which grew to \$ 77 million last year from \$ 53 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' 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]

Bourbon exporters have succeeded in Japan where other industries have failed, avoiding cultural hitches in marketing and distribution by allying themselves with local agents.

[21274036]

Jim Beam Brands has a distribution partnership with Nikka Whiskey Co., a distiller.

[21274038]

Some bourbon makers advertise abroad as they do at home.

[21274039]

To promote Jack Daniel's overseas, Brown-Forman uses the same photos of front porches from Lynchburg, Va., and avuncular old men in overalls and hightops.

[21274040]

Jim Beam print ads, however, strike different chords in different countries.

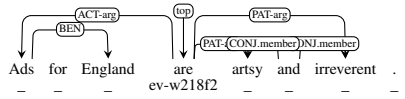
[21274041]

In Australia, land of the outback, a snapshot of Jim Beam lies on a strip of hand-tooled leather.

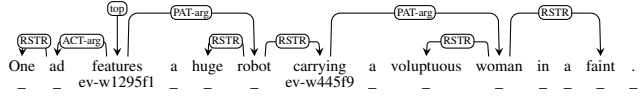
[21274042]

West Germans get glitz, with bourbon in the foreground and a posh Beverly Hills hotel in the background.

[21274043]



[21274044]



[21274045]

