

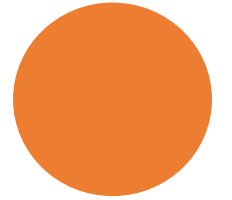
A collage of travel-related items including a map, a passport with stamps, sunglasses, and Euro currency. The passport is open, showing a circular stamp from Cape Town dated 2014-01-09 and a rectangular visa stamp from Cape Town dated 2014-10-24. A purple immigration stamp from the United States is dated 29 JAN 2014. Several Euro coins and banknotes are scattered in the foreground. A pair of sunglasses is in the upper right corner.

The Importance of Geographical Indications to International Trade

Irish Whiskey Association

Irish Whiskey Association

- The Irish Whiskey Association was established in 2014 the representative voice within Drinks Ireland working to promote, protect and represent the Irish Whiskey category globally.
- Our membership includes 47 Irish Whiskey companies from all over the island of Ireland, from multinational to SMEs.
- We represent 95% of Irish Whiskey producers, 97% of exporters.
- Team of Director and two Legal Counsels, working with wider Drinks Ireland/Ibec.





Why does Irish Whiskey need a Geographical Indication?

- Irish Whiskey was the biggest selling whiskey in the world at the turn of the 20th century
- Ireland's break from the British Empire meant it lost access to this stream of commerce, and began to over-rely on the US market.
- Prohibition (1920s) meant that more bootlegging/illicit alcohol was produced – and often labelled as an Irish Whiskey.
- Reputational damage took long to recover, and Irish Whiskey almost went dry in the mid 20th century



Three secrets to our success

- Recognition as a GI in 1989
- Removal of all tariffs in established markets in 1997
- Resurgence and renaissance in our national identity





Where we are now

- In 2010, there were few working distilleries on the island of Ireland
- Now, there are close to 50 distilleries on the island.
- This resurgence has been spurred on by renewed interest in Irish Whiskey and Irish drinks, increased success abroad and positive government and industry support.

Where
do we
stand
now?

Irish Whiskey BY NUMBERS

 Irish Whiskey Association
Drinks Ireland

15.5 million

cases of Irish Whiskey
sold in 2023



€1 billion

export value
in 2024 alone



113 markets

worldwide, with greatest
growth year-on-year in India



over 90%

of all Irish Whiskey sales are
into markets with legal protection



800k

visitors to
Irish Whiskey
distillery
experiences



50

working
distilleries
on the
island of Ireland



28+

Irish
Whiskey
visitor
experiences



10,000

employed in brewing
& distilling industries in Ireland



300k tonnes

of Irish grain purchased
annually



10

Jameson, a Top 10
international brand



700

years of Irish
Whiskey tradition



100+

innovations
produced every year



Enjoy Irish Whiskey Responsibly

Recognition at home and abroad

- Ireland has three all-island Geographical Indications or GIs – recognition worldwide in over 90% of our markets
- We adhere to the highest standard and can assure our consumer that they are purchasing the highest quality premium product.
- We have seen growth in all sub-categories of our drinks – from premium to super premium, and now our drinks exports are worth €2.1 billion per annum.



Challenges remain...

Seeking increased protection in the USA, our biggest market – non-recognition of GIs here is complicating matters

Lack of understanding of unique characteristics of GI products in this trade dispute – need to underline our connection to the land, and our pride therein

Increasing cases of imitator brands, with little avenue for recourse without mutual recognition and legal frameworks. This is true not only in the USA, but in other, emerging, markets.

Important that our work – and that of OriGIN to strengthen the position of GIs around the world - continues

Go raibh
maith agat –
Thank you!

Sláinte!

