

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered in the middle of the slide.

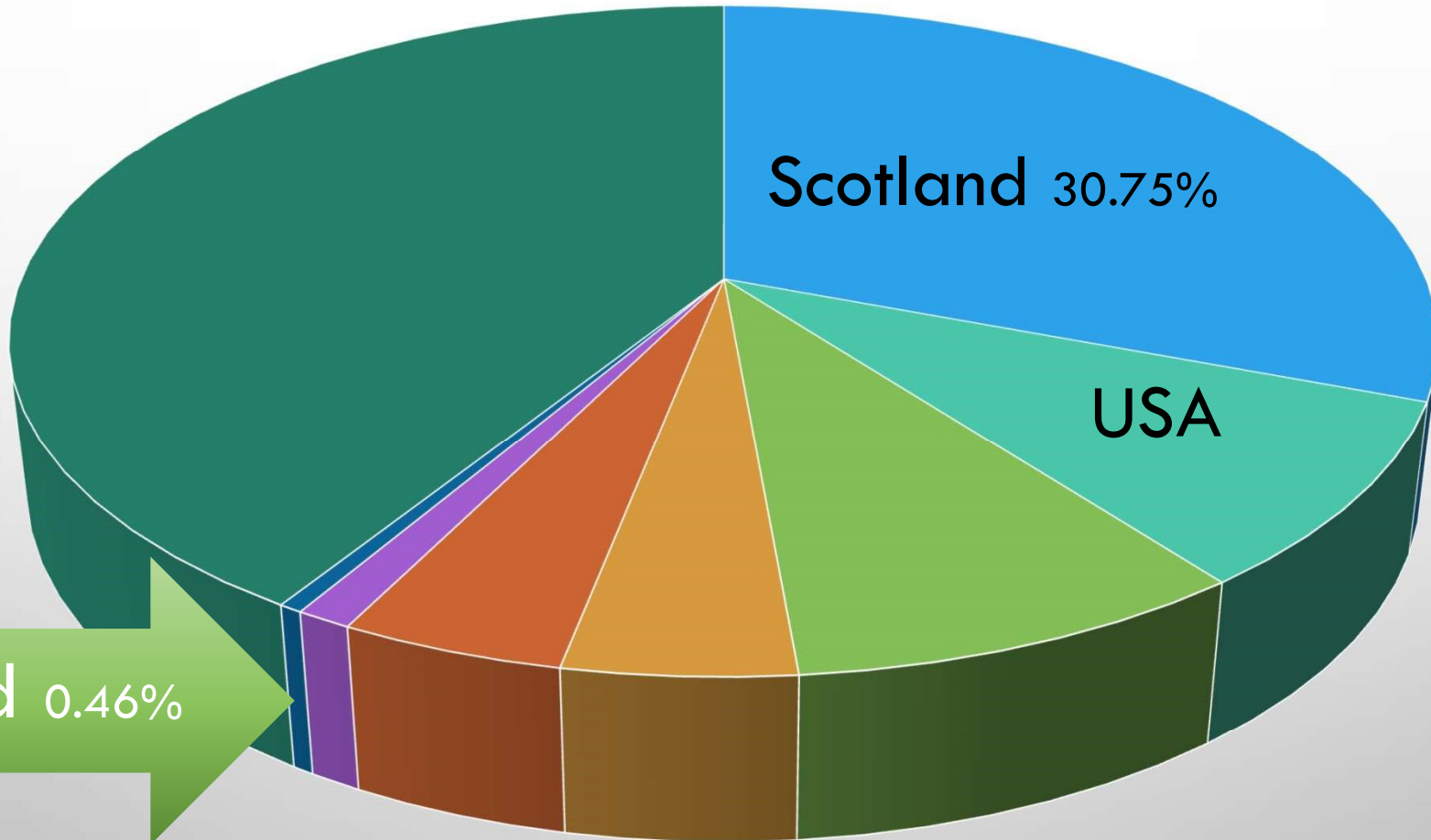
# **GROWING IRISH WHISKEY SALES IN HK / CHINA**

# HONG KONG WHISKY/ WHISKEY IMPORT - 2017

	Litre	%	HK\$,000	%
Scotland	1,316,302	30.75	138,566	22.96
USA	382,535	8.94	24,996	4.14
Australia	381,822	8.92	20,670	3.43
India	190,160	4.44	3,250	0.54
France	184,601	4.31	16,738	2.77
Japan	46,185	1.08	12,263	2.03
Ireland	19,681	0.46	950	0.16
Total	4,280,197		603,492	

Data: Census and Statistics Department, Hong Kong SAR

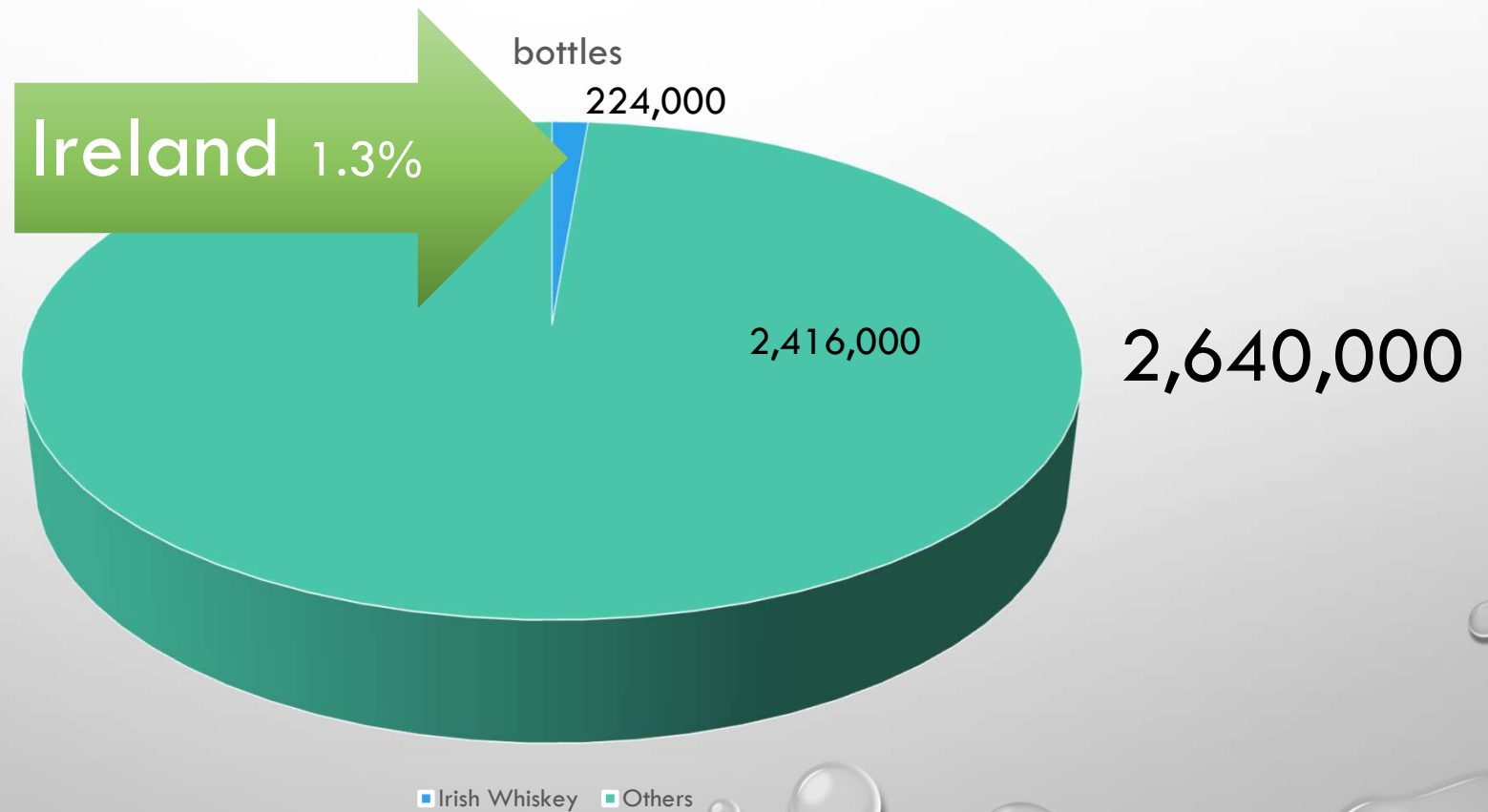
2017 (Volume)



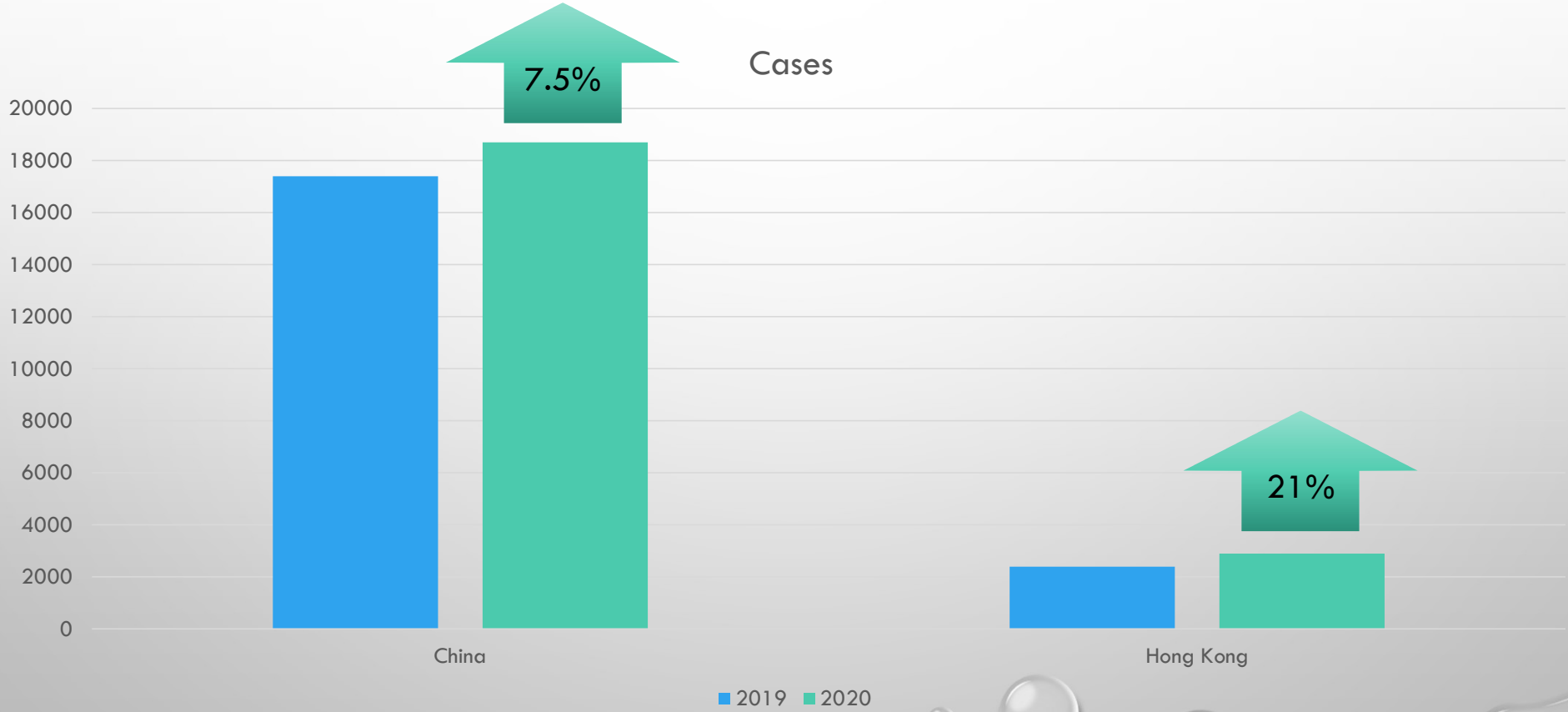
Ireland 0.46%

■ Scotland ■ USA ■ Australia ■ India ■ France ■ Japan ■ Ireland ■ Others

# WHISKY/ WHISKEY SALES IN HONG KONG



# IRISH WHISKEY SALES 2019 VS 2020



## TREND IN HONG KONG

Blended Whisky/ Whiskey

Single Malt

Mixer/ Cocktail

Neat

# HIGH VALUE







# MAJOR PLAYERS IN HONG KONG



Edrington



MHD



Pernod  
Ricard



Beam  
Suntory