

Dark Spirits - UK - August 2011

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“One of the key reasons why malt whisky has not seen the growth in sales that might have been expected given the many positive attributes associated with it, is the lack of major brands within this highly fragmented product segment. Those brands which have invested in their brand equity, such as Glenfiddich and Talisker, have also been guilty of focusing too much in ‘heather and weather’ imagery rather than the more personable identity projected by the likes of Jack Daniel’s.”

– Jonny Forsyth, Senior Drinks Analyst

In this report we answer the key questions:

- Given its many advantages why isn’t malt whisky performing better than it is?
- How can bourbon/Tennessee whiskey grow in the UK market?
- Is it worthwhile Cognac/Armagnac investing further in the UK market given the opportunities in developing economies?
- How can dark spirits leverage the trend for mixing drinks?

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