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ERNEST DÄLLENBACH
General Secretary, Schweizerischer Spirituosenverband
(Swiss liquor federation)



SWISS SPIRIT IN LONDON

Kirsch, plum brandy, pomace brandy (marc) and others are set to take over British bars and stores

Switzerland is the land of fine fruit brandies, and this tradition is cherished by quality-conscious companies throughout the country. However, production goes well beyond traditional schnapps. “Our members produce excellent whiskey, gin and vodka”, says Ernest Dällenbach, General Secretary of the Schweizerischer Spirituosenverband SSV/FSS. The advertising for Swiss premium brandies must now be increased internationally, for example, in the United Kingdom – “an interesting market”, as Dällenbach emphasizes. The delegation trip was proposed on the basis of market observations by the Swiss Business Hub UK + Ireland in London, initiated by Switzerland Global Enterprise (S-GE) and arranged in conjunction with the SSV. It was an intensive day for the General Secretary and seven Swiss beverage producers, where they had the opportunity to present their products, make contacts and form valuable impressions.

From Oxford Street to Soho and the Swiss Embassy to the bar

The first stop was the Selfridges department store on Oxford Street, where the buyer for alcoholic beverages provided insights into the strategy of the prestigious store. Discussions with important liquor importers were followed by a visit to a representative of the Waitrose supermarket chain. Following an intensive exchange, participants learned about new trends during London Cocktail Week. There was then an opportunity to network at the Swiss Embassy in a relaxed setting. Around 50 invited guests tasted Swiss brandies and creative cocktails – tea mixed with raspberry liqueur, absinthe, Williams, or gin from Switzerland.

“With our products, we were able to score highly with our testers”, says Ernest Dällenbach, obviously pleased. “The program was well organized and has given us valuable insights into the British market.” The first collaboration with S-GE was not to be the last – on the contrary: “We’re now thinking about a delegation trip to Berlin.”

FACTS

EXPORT COUNTRY
United Kingdom and Ireland

SECTOR
Liquor

TARGET MARKET
Importers, retail trade

SCHWEIZERISCHER SPIRITUOSENVERBAND

LOCATION
Bern

www.wineandspirit.ch



SCHWEIZERISCHER SPIRITUOSENVERBAND
FÉDÉRATION SUISSE DES SPIRITUEUX
FEDERAZIONE SVIZZERA DEI LIQUORISTI

OFFICIAL PROGRAM

