

Norden



malt60

WORLD WHISKY MAP



USA

Whisky cocktails making a comeback inspired by popular TV shows like Mad Men



SWEDEN

Average drinker admits to having up to 10 whisky brands at home

RUSSIA

Younger drinkers; majority between 25 – 44 years

25 – 44 YEARS

Scotch gender split more even than other countries (51% male and 49% female)



CHINA

Next big thing: Often served with cold sweet green tea on the rocks in short glasses

60% UNDER 35

Three out of five regular whisky drinkers are under age of 35



BRAZIL

Up tempo: Scotch enjoyed long with coconut water



UK

A man's drink – male whisky drinkers outnumber women 2:1

DRINKING AT HOME

Aspirational drink in emerging whisky markets like Brazil, Lebanon and Russia with Scotch prominently displayed on the table at social occasions



BULGARIA

Scotch is the party drink, often served with energy mixers



TAIWAN

Home of the most 'mature' Scotch drinker, aged between 55 – 64 years

55% UNDER 45

14% UNDER 25



FRANCE

Equality of sexes: even gender split between whisky drinkers (55% male vs. 45% female) 55% are under 45 and 14% under 25



SOUTH AFRICA

Gaining popularity in cocktails, served with ice, ginger ale and Angostura Bitters



FASTEST GROWING WHISKY MARKETS



VIETNAM

Scotch considered perfect accompaniment to popular dishes including seahorse and chicken feet



AUSTRALIA

Whisky in the sun: Served ready mixed for al fresco dining



BOTTLES SHIPPED /SECOND

Scotch whisky is one of the world's favourite spirits and it's estimated that 36 bottles are shipped overseas every second

Svensk malt

1. [Lappland Destilleri](#)
2. [Box Destilleri](#) (drift -10 Q4)
3. [Mackmyra Destilleri](#) (drift -99 Q4)
4. [Gammelstilla Destilleri](#)
5. [Norrtelje Brenneri](#) (drift -09 Q1)
6. [Bergslagens Destilleri](#) (drift -11 Q3)
7. [Grythyttan Destilleri](#) (drift -10 Q4)
8. [Smögen Whisky](#) (drift -10 Q4)
9. [Gotland Whisky](#) (drift -12 Q2)
10. [Wannborga Whisky](#) (drift -07 Q4)
11. [Hven Whisky](#) (drift -08 Q2)



Dansk malt

- Braunstein (drift -07 Q2)
- Fary Lochan (drift -09 Q4)
- Stauning (drift -06 Q3)
- Lille Gadegård (drift -05 Q4)
- ?

Finsk malt

- Teerenpeli (drift -02 Q2)
- Old Buck (tillverkas på Teerenpeli)

Norsk malt

- Lofotr
- Buran
- Rein

Proving



BÄST?



Provade

1. Engelbrekt 10y (nr 514) 329kr
2. Mackmyra 05 (nr 86978) 799kr
3. Spirit of Hven (nr 10113) 1895kr
4. Braunstein 999kr
5. Teerenpeli 998kr