

Local Greek Spirits Gain International Recognition

Traditional Greek spirits – ouzo, tsipouro, raki and mastiha – are gaining worldwide recognition as the country’s bars and restaurants add inventive new cocktails to their menus and garner international accolades.

In July, international lifestyle guide Time Out named the Aegean Negroni – a new drink pioneered at a downtown Athens bar – as the best cocktail in the world, out-ranking competitors from Milan to Mexico City.

The distinction is one of several awarded to Greek bars recently for what the magazine describes as a “cocktail revolution” in Greece with local mixologists turning to traditional Greek spirits, herbs and flavors to create new drinks.

Also last month, Enterprise Greece and the Greek Federation of Spirits Producers (SEAOP) agreed to jointly promote Greek spirits through a series of events and initiatives in the months ahead. In October, Greek spirits will be showcased at the international Bar Convent Berlin, while next March, the Greek pavilion at the Pro-Wein 2020 Exhibition will feature a spirits tasting bar.

The distinctive Greek distillates, which have PDO protection, are produced from the pomace remaining after pressing grapes for wine, making them similar to Italian grappa. As with wine, each region lends its own unique characteristics to its spirits. The island of Lesbos is famed for its ouzo; Crete for its raki and tsikoudia; and Epirus for its tsipouro. Mastiha-flavored spirits are a specialty of Chios, where the unique trees producing the prized resin are grown.

Greece’s 250 distilleries export 70% of their production

-  **> 31.000** employees in the value chain of the sector
-  **~14.000** businesses with spirits as main economy activity
-  **~€281 mill.** public revenues from the Excise Duty on spirits in 2016
-  **>€1,5 bil.** contribution to GNP in 2016
-  **€320 mill.** income of employees in the value chain
-  **€74 mill.** exports
-  **€277 mill.** corporate taxes and contributions

Source: Greek Federation of Spirits Producers
Link:

<http://www.seaop.gr/userfiles/ec77a5fd-bb8f-4801-a3e1-a71600b962ea/Industry%20contribution%202018.pdf>

