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# American whiskey sales in Poland reached 1.36 million nine-liter cases in 2025

The trade group said volume grew 5.7% annually from 2020, making Poland a rising market for U.S. distillers.

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American whiskey sales in Poland reached about 1.36 million nine-liter cases in 2025, according to the American Whiskey Association, a trade group that is using the figure to highlight Poland as a growing European market while its chief executive visits Warsaw

and Berlin this week.

The association said volume in Poland grew at a 5.7% compound annual rate from 2020 through 2025. It said American whiskey is now the second-largest whiskey category in Poland by volume, behind Scotch, and the third-largest spirits category overall, behind vodka and Scotch.

The figures were released Wednesday as part of an announcement that Michael Bilello, the association's president and chief executive, is traveling to Poland and Germany for meetings with importers, distributors, hospitality businesses, diplomats and trade media. The group said the trip is meant to support export growth, deepen commercial ties and press for what it called fair and predictable market access in two important European markets.

The Polish data should be read as market context rather than as a new customs export report. The association did not provide a methodology for the figures or a 2024 comparable, which means a year-over-year change cannot be calculated from the information released. It also did not attach a monetary value to the Polish market estimate.

Even with those limits, the numbers point to Poland as a meaningful destination for American whiskey producers at a time when industry groups are paying closer attention to Europe's policy environment. In Warsaw, Bilello is scheduled to join a U.S. spirits delegation for a trade tasting that will bring together American producers and Polish and Eastern European importers, distributors, retailers, bartenders, hospitality professionals and trade media. He is also expected to attend a reception at the residence of the U.S. ambassador to Poland and take part in a market briefing that includes officials from the U.S. Department of Agriculture's Foreign Agricultural Service in Warsaw, along with retail visits.

The visit comes as Poland considers several alcohol policy changes. According to the association, the Polish government has proposed raising the 2027 excise rate on ethyl alcohol from PLN 8,811 to PLN 10,109 per hectoliter of pure alcohol, an increase of about 15%. The group also said separate proposals under discussion could widen restrictions on alcohol promotion and standard commercial practices and could require

mandatory pictographs on alcohol products.

Those proposals matter for American producers because Poland has been one of the clearer recent growth stories for the category in Europe. The association argues that any tightening of tax or labeling rules could raise costs or create additional hurdles for imported brands trying to build distribution.

Bilello said in the association’s statement that Poland shows what can happen when American whiskey has a chance to compete and develop a consumer base. He said the industry wants a fair opportunity to enter the market, work with local partners and compete for Polish consumers.

After Warsaw, Bilello is due in Berlin for Bar Convent Berlin, a major international trade show for the bar and beverage industry that runs from October 12 through October 14. Organizers say exhibitors and visitors from nearly 90 countries attend the event, which is marking its 20th anniversary this year. The American Whiskey Association said Bilello will take part in trade outreach at the DISCUS-sponsored presence at Messe Berlin and join an international media breakfast on October 13 focused on U.S. spirits and the European market.

Germany is a much larger established market for American whiskey than Poland, according to the same industry source. The association said American whiskey volume in Germany totaled about 2.26 million nine-liter cases in 2025, accounting for nearly 40% of the country’s whisky market and ranking second only to Scotch. It said industry forecasts still point to growth through 2030, despite pressure in the broader German beverage alcohol market.

But the Berlin leg of the trip also comes with a policy fight of its own. The association said Germany’s 2027 Budget Accompanying Act proposes 20% tax increases on spirits, sparkling wine, intermediate products and certain ready-to-drink mixed beverages below 10% alcohol by volume, with the changes set to begin on January 1, 2027. The group said it supports efforts by German industry partners to push back against the proposal and to make sure policymakers weigh its economic and competitive effects.

In its statement, the association argued that a 20% spirits tax increase in Germany would raise costs across the category at a time when producers, importers and hospitality operators are trying to strengthen the market. It said Germany remains an important market for American whiskey and that businesses need a predictable environment in which to invest.

The travel schedule reflects a broader strategy by the trade group to expand its international presence beyond tariff disputes and into a wider set of commercial and regulatory issues. Industry groups representing American spirits producers have spent years focused on Europe because of the size of the market, the influence of tax and labeling rules on imported products and the role of bars, restaurants and specialty retailers in shaping consumer demand.

The American Whiskey Association, which represents producers and supply-chain interests tied to the category, presented the Warsaw and Berlin trip as part of a larger campaign around trade, market access, diplomatic outreach and export promotion. Its release did not announce new sales contracts or government agreements. Instead, it framed the mission as an effort to support market development in Poland, defend established business in Germany and respond early to policy proposals that could affect pricing, promotion and consumer access in both countries.