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9 Million Cases of Scotch Sold in U.S. Last Year

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Coleman said the U.S. is "far and away the most valuable market for this, the ultimate luxury spirit."

"The U.S. remains the largest market by value for this, the ultimate luxury spirit," said **Edward Pilkington**, who co-chairs the USA Chapter with Coleman. "The passionate brand builders in the room tonight plan to keep it that way," Pilkington, chief marketing officer for Diageo North America, added.

James Cosmo, the Scottish actor known for roles in Game of Thrones, Braveheart and Highlander, addressed the meeting. Cosmo is a new Scotch entrepreneur, having recently introduced **Storyman** in conjunction with **Annandale Distillery**.

"The Scotch whisky industry is a living, breathing thing. It's steeped in history but brimming with innovation, where tradition and craftsmanship meet the future. There's a vibrancy and excitement here that's impossible to ignore. Every drop tells a story," Cosmo added.

