EVALUATION OF WHISKY COMPETITIVENESS IN UKRAINE

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Every year whisky is becoming more popular. Nowadays the most popular kinds of whisky can be found even in the smallest supermarkets. That is why the questions of the market and quality of whisky in Ukraine are being paid more and more attention to. Considering the growing popularity and the amounts of consumption of whisky, as well as the absence of normative documentation, that approaches this beverage, the evaluation of competitiveness of whisky in Ukraine is an actual topic.

The most popular international brands of whisky are in high demand. Blended whisky and American bourbon are, however, preferred. More than a half of Ukrainian whisky market belongs to such trademarks as Johnnie Walker, Jameson, Jim Beam, Jack Daniels, Chivas Regal and White Horse.

For the evaluation of competitiveness of whisky, four trademarks were chosen: Jameson, Jack Daniel’s, Ballantine’s, Jim Beam.

According to results of studies it was set, that the labelling of all the samples is full, legible, clear, duplicated into Ukrainian, meets regulatory requirements.

According to the results of sensor analysis, it was set, that the highest mark – 9.8 points out of 10 – got the trademark “Jameson”. Excellent marks also got the trademark “Ballantine’s” (9.6 points). Such samples as “Jack Daniel’s” and “Jim Bean” got 9.5 and 9.4 points, which stands for the mark “Good”.

Due to the results of physic-chemical analysis, it was set that all the samples meet the requirements of normative documentation. The difference in terms of acidity is caused by the raw, which was used to produce whisky.

The results of evaluation of the complex quality indicators establish the advantage of the malt whisky over the corn one, because the use of the best sorts of wheat, millet and oat gives the advantages in taste, as well as in such indexes as smell, colour and acidity. These indexes are the decisive ones for the customers.

After the calculation of the indexes of competitiveness of 3 samples in relation to the Irish whisky Jameson the next conclusions can be made:

1. The closest to trademark Jameson in terms of competitiveness is the Scottish scotch Ballantine’s, because, firstly, they both belong to the same price category, and secondly, their quality indexes almost do not vary, because for their production, the same components are being used, and the difference is only in the cooking technology.
2. The American trademark of bourbon Jack Daniel’s yield the basic sample on some of the indexes, which can be explained by the not so high quality and ease of use.

3. The trademark of bourbon Jim Bean has the highest competitiveness among the mentioned samples, because the price of this sample is twice lower than the price of the others. It yields on the other indexes, but the difference is not critical. The nice design is also a valid reason for the customer to buy this good.

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