

Hungarian Pálinka Reaches Exciting Milestone in the U.S.

Proper Hungarian pálinka reaches U.S. consumers with the launch of American Pálinka Club.



Frisco, Texas Dec 29, 2021 ([Issuewire.com](https://www.issuewire.com)) - Proper Hungarian pálinka is now available to ship directly to U.S. consumers through [American Pálinka Club](#), an online platform founded in 2021 that is solely committed to promoting and selling pálinka. This platform marks an impressive first milestone for the Hungarikums in the U.S.

As one of the most important Hungarikums, proper Hungarian pálinka deserves to be shared with the world. American Pálinka Club was specifically launched in the U.S. to cater to consumer needs. The U.S. imports the most spirits globally—valued at \$8.9 billion in 2020—yet pálinka is almost completely unknown. The overall objectives of American Pálinka Club are to:

- Introduce and promote pálinka to people across the U.S.
- Create a trusted pálinka platform in the U.S.
- Form a bridge for U.S. consumers to Hungarian pálinka distilleries

“The positive feedback we received right after going live with the American Pálinka Club site was amazing and much more than we anticipated,” said Gary Varsanyi, American Pálinka Club founder. “Many second-and third-generation Hungarians in the U.S., as well as Americans who have visited Hungary, noted that the platform is a “noble cause” helping Hungarian pálinka to take its place among the world’s top spirits. This feedback gives us the motivation to carry on with the work, navigate the strict and complex American liquor regulations, and add many more pálinka brands to our portfolio throughout 2022.”

As Hungarians, we understand, appreciate, and respect the iconic and historic pálinka—and, of course, know that no social gathering is complete without consuming the delicious spirit. American Pálinka Club aims to provide thirsty Americans with proper Hungarian pálinka and provide detailed [information](#) on the product and its rich past. American Pálinka Club is proud to spread knowledge and facts about Hungary and its products to the widest audience, a key to Hungarikum values.

Connecting American consumers to Hungary’s most prized beverage offers Hungarian distilleries the privilege to [sell their products](#) in the largest spirit importing market. After many centuries, it’s time that Hungarian pálinka distilleries make their mark in the world and showcase this exclusive and unique product. In turn, a bridge to American spirit consumers will positively impact the Hungarian economy.

We hope that you are just as excited about this opportunity as we are, and ask that you spread the word about American Pálinka Club and its offerings to your Hungarian family and friends—we believe they will appreciate this small piece of home reaching the U.S. Then, spread the word widely, to your neighbors and colleagues. Word of mouth is a powerful tool that can help put pálinka on the map and in American consumers’ minds, ultimately, supporting the Hungarikum movement.

To learn more about American Pálinka Club, visit discoverpalinka.com. To stay in touch with American Pálinka Club, sign up to receive newsletters for alerts, sales, and product launches, or tastings and other pálinka events in the U.S.

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Source : American Palinka Club

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