

RESOURCE

Support and educate our members

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- Facilitate professional development, education and best practice.
- Develop product and industry standards.
- Develop and promote careers in the industry.



ADVOCATE

Develop and protect the industry

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- Protect industry integrity and brand value through standards and regulations.
- Represent the joint interests of distillers to government, media and consumers.
- Lobby for industry normalisation.



PROMOTE

Build our brand value globally

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- Build the New Zealand spirits brand story.
- Develop a recognised and valued offering.
- Promote industry excellence.
- Define and measure the scope of the industry.
- Secure funding and investment.



STRATEGIC PLAN 2023-2025

MISSION: TO SUPPORT NEW ZEALAND IN BECOMING THE WORLD'S BEST CRAFT SPIRIT PRODUCER