

Distilled Spirits Aotearoa (NZ) Inc

NEWSLETTER



August 2021

- **Membership:** - Our current number of members stands at: 82 Members and 63 Associate Members (includes 10 pre-commercial distilleries).

A very warm welcome to our new Associate Members:

Liquid Processing Equipment limited
Beca Limited

Thank you to those who have already paid your 2021/22 membership fees, we have the last few reminders going out again this week. If anyone is in hardship, or you have any questions please let us know.

- **NZ Spirits Awards - Feedback**

We have attached the results of the feedback survey from entrants and Judges to this email. Every year we want to improve our Awards – and based on your feedback our future actions include:

- Extra training to be provided to judges prior to the next Awards judging to help align palates, prepare them for the process of judging including factors influencing the style of spirit, evaluation of the quality, systematic approach to tasting; taking the judges through the score sheets – range of scoring, level associated with each medal, how to comment.
- Provide more information to entrants and media about what the medals mean, eg. a commercially sound product without many flaws will receive a Bronze (this is standard for other international competitions eg [San Francisco World Spirits Competition](#)).
- Investigate a better way to collect and send out judges' comments for those who request them.
- Retain both a NZ and Overall trophy for next year, but reassess this for the following year, as NZ continues to hold its own against overseas entries.
- Streamline the trophy presentation next year.
- Add extra trophy categories if needed (depending on entry numbers) eg for whisky (Blended, Single Malt/Single grain), gin (Contemporary London Dry, flavoured), and vodka (flavoured, unflavoured).
- Improve separation of categories and information provided on blind samples for judges tasting.
- Recruit judges for extra panels – contact current judges asking for peer- recommended judges for next year.



The [Awards catalogue book](#) is being sent to every MP in parliament. Where applicable the letter to each MP will be personalised with details of the medal winners appearing in their own electorates.

- **Volunteers for Working Groups**

Our DSA Committee is working on some key areas this year and we are looking for volunteers to join our Working Groups. Let me know if you are interested in joining any of the groups below:

(1) **Excise relief** (Soren) - Look at avenues around excise relief or rebates to help our emerging industry. Volunteers for the working group so far: Marcel Thompson – Still Magic

(2) **Distillery Safety Standards** (Antony): Industry standard document that could become a Worksafe guideline / document to help new distilleries. Volunteers for the working group: no one yet

(3) **New Zealand Rum Definition** (Matt): Follow the same process as Whisky to define a consensus definition for NZ rum. Volunteers for the working group so far: Drew Walker

- **Business Assistance**

Here are some new resources from Business.govt.nz:

[2021 law changes round-up](#) - From sick leave updates to new investment property rules

[Business Mentors NZ](#) - Business Mentors New Zealand has an additional 500 mentoring spots available for small business owners this year. Pay a one-off registration fee of \$295 + GST to register for up to 12 months' access to a business mentor to help develop your business and your skills as a business owner.

[Mastering business finances](#) - Some useful business finance tools.

[Dealing with conflict](#) - Conflict is a part of running a small business. Managed the right way, it can lead to positive things, like new ideas, products, services, or ways of doing business.

[Deadline extended for R&D tax credit applications](#) - If you want a Research and Development tax credit for the 2019/2020 or 2020/2021 tax years, you have until 31 August 2021 to get your application in.

[10 days sick leave](#) - From 24 July 2021, it is compulsory to provide a minimum of 10 days paid sick leave. Key points are: existing employees become entitled to 10 days sick leave on their next entitlement date, based on their anniversary date. New employees receive 10 days entitlement as soon as they become entitled to sick leave – usually after six months.

- **Distillery Insurance**

Check out the July issue of [The Shout](#) for some good advice on distillery insurance.

- **NZ Gin Guide**

After the huge success of the first edition, 2021 has arrived! The perfect book for your distillery coffee table... Featuring 145 gins from 60 brands up and down Aotearoa. Each gin is critically assessed and includes a list of botanicals, tasting notes, Fever-Tree serving suggestions, and additional info about each brand. New features

to the 2021 Guide include a NZ Gin Distillery Directory, explanation of traditional and native botanical flavors and an extended tasting panel (including DSA Associate Members Tash McGill and Claire Filer). The 2021 NZ Gin Guide is now available at nzginguide.com.



- **Worldwide Distilled Spirits Conference**

The upcoming 7th [Worldwide Distilled Spirits Conference](#) (WDSC) is being held virtually for the first time from 6th – 8th September 2021. The 2021 WDSC virtual conference will bring together academic, business, trade, government, professionals, and media experts to share knowledge and learn about the latest innovations across all aspects of distilling from around the world. As well as focusing on spirit production, the conference will expand its reach to include the latest developments in product protection and authentication. To facilitate access to vital technical information, the Early Registration Rate will be applied to all tickets.



• **New Zealand Spirits Trail**

We have updated the [NZ Spirits Trail](#) on our DSA Website. Let me know if you would like to be added or edited.

Feel free to let your local council know the Trail exists, in case your regional tourism office wants to pick it up and promote it for the region.

• **Hand Sanitisers**

If anyone has started making Hand Sanitisers and wants your contact on the DSA website let me know:

[Hand Sanitisers – Distilled Spirits Aotearoa](#)

We also have the FAQ/Handbook which the DSA Working Group put together during last lockdown for making WHO approved hand sanitiser - let me know if you want this.

• **Facebook**

A reminder, if you are a Facebook member and would like to join our private DSA Members forum, please go to: [DSA Members Forum | Facebook](#) and ask to join. You will be asked a few entry questions and then we can accept your invite.

• **Food Ticker**

We have been approached by Food Ticker publication – have a look to see if you are interested in receiving their regular industry mailout: [Food Ticker - Your new daily source of F&B Industry insight](#)

They have a daily news service with an audience of a range of food and beverage producers, manufacturers, suppliers, retailers, etc. including distilleries and alcohol labels. You can contact them if you have news to share – eg. new supply or distribution deals, new investment or ownership, or even new products to market. They feature new products to market in a weekly column called Fresh Cuts. eg: <https://www.foodticker.co.nz/fresh-cuts-product-launches-for-the-week-to-23-july/>

• **Latest Coriolis report**

For distillers looking at UK as an export market - the latest [Coriolis report](#) has identified “once-in-a-generation” opportunities for New Zealand Food and Beverage exports following the UK’s break from the European Union. It found “products of the future” have the most to gain, rather than traditional exports such as red meat and dairy. The screening process identified 23 product categories out of 669 with the potential to deliver significant growth, including **gin** (worth US\$ 3-5m in 5 years) and “**other premium spirits**” (US\$ 128m), due to a growing demand for on-trend premium products. NZ Whisky, rum, vodka, brandy and liqueurs just missed the cut. The report is published as part of the Ministry of Business Innovation and Employment’s Food and Beverage Information project.

220850 GIN						QUANTITATIVE			
QUANTITATIVE SCORECARD						TOTAL UNITED KINGDOM IMPORTS			
UK Import value (\$Mn)	Value	Volume	Value	Volume	Value	Value	Volume	Value	Volume
By CAGR (5.5% to 14.1%)	32%	France	24%	\$11.99%	\$11	\$14.92	64%	\$6.13	
By ABS (5.5% to 14.1%)	\$27	Germany	19%	\$9.3%	\$1	\$2.76	100%	\$6.13	
Average \$/kg to 1 (\$/kg)	\$5.06	Italy	12%	\$7.14%	\$7	\$4.85	6.1%	\$6.13	
Top 17 Major Importers (\$/kg)	\$2.17	USA	10%	\$3.42%	\$4	\$12.49	0.8%	\$6.13	
Value share of top 3 exporters	58%	Spain	9%	\$4.83%	\$4	\$8.82	0.3%	\$6.13	
Value share of top 10 exporters	94%	Japan	2%	\$2	\$2	\$19.82	\$6.04		
Top 17 Major Importers (\$/kg)	\$2.17	Netherlands	4%	\$2.24%	\$1	\$6.13	10.2%	\$6.04	
Value share of top 3 exporters	58%	Belgium	1%	\$1.33%	\$0	\$6.14	0.5%	\$6.04	
Value share of top 10 exporters	94%	China	1%	\$1	\$1	\$13.16	\$6.04		
Top 17 Major Importers (\$/kg)	\$2.17	Canada	1%	\$0	\$0	\$10.52	\$6.04		
Value share of top 3 exporters	58%	Sweden	1%	\$0.16%	\$0	\$9.76	0.67%	\$6.04	
Value share of top 10 exporters	94%	Poland	1%	\$0	\$0	\$2.31	\$6.04		
Top 17 Major Importers (\$/kg)	\$2.17	United Kingdom	0%	\$0	\$0	\$2.74	0.2%	\$6.04	
Value share of top 3 exporters	58%	South Korea	0%	\$0	\$0	\$1.02	\$6.04		
Value share of top 10 exporters	94%	China	0%	\$0	\$0	\$10.30	\$6.04		
Top 17 Major Importers (\$/kg)	\$2.17	Other	2%	\$1.41%	\$1	\$5.24	2.1%	\$6.04	
Value share of top 3 exporters	58%	TOTAL	100%	\$47.38%	\$37	\$5.06	10.4%	\$6.70	

• **Associate Member advertising opportunities**

- Our Associate Members are now able to place their adverts at the end of our newsletter.
- Are you interested in giving a presentation to our members on your speciality field?

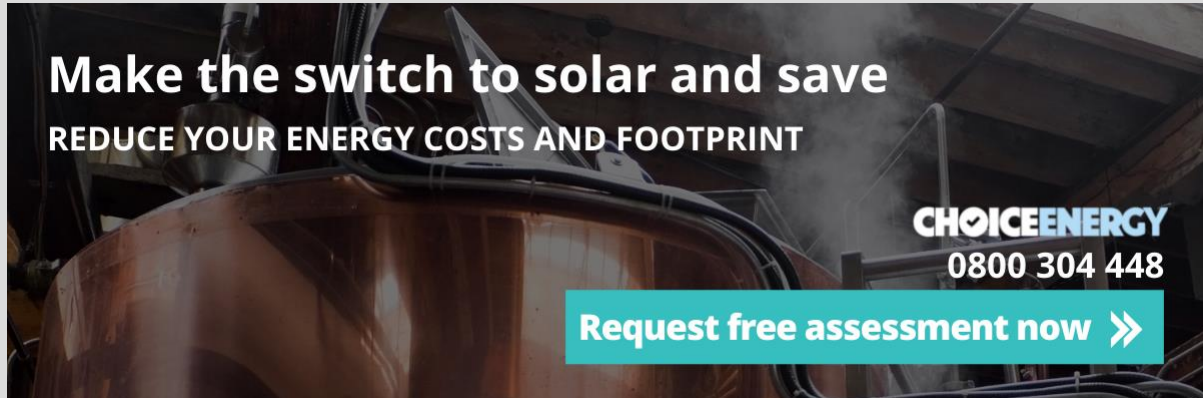
Contact me if you would like more info.

ADVERTISEMENTS

(click on the image to access the link)

Receive your complimentary solar assessment now

Find out how much your distillery can save with solar. Contact Glenn Thompson on **0800 304 448** or glenn@choiceenergy.co.nz or visit www.choiceenergy.co.nz

A banner advertisement for Choice Energy. The background is a dark, industrial scene of a distillery with large copper stills and pipes. Overlaid on the image is white text that reads "Make the switch to solar and save" and "REDUCE YOUR ENERGY COSTS AND FOOTPRINT". In the bottom right corner, the "CHOICEENERGY" logo is displayed in white, followed by the phone number "0800 304 448". A teal button with white text and a double arrow icon says "Request free assessment now".

Make the switch to solar and save
REDUCE YOUR ENERGY COSTS AND FOOTPRINT

CHOICEENERGY
0800 304 448

Request free assessment now >>

Cheers
Sue



Dr Sue James – Chairperson
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