

# Distilled Spirits Aotearoa (NZ) Inc

## NEWSLETTER



Hi All

Welcome to our new format Newsletter with our first Associate Member advert at the end of the document.

Along with this Newsletter, I have attached the Minutes of our AGM which was held in Auckland on 25th June. Thanks to all those Members and Associate Members who attended, we had a great turnout – increasing numbers each year – and lots of really constructive debate.

Also wonderful to meet so many of you at the Spirits Awards that evening – finally faces to names, plus an awesome party!!

- **Membership:** - Our current number of members stands at: 82 Members and 61 Associate Members (includes 10 pre-commercial distilleries).

A very warm welcome to our newest Member:

**Raglan Distillery New Zealand Limited**

and to our new Associate Members:

**Q-Liquid**

**Alex Ricketts - The Last Word**

**Ethimex Ltd**

**Taupo Distilling Co**

**Line 44 Limited**

**Drew Walker**

Resignation: Unfortunately, **Lewis Road Creamery Ltd** exited the alcohol segment altogether in late 2020, so they ceased DSA membership this year.

Thank you to those who have already paid your 2021/22 membership fees.

If anyone is in hardship, or you have any questions please let us know.

- **Committee Members**

We formally welcomed our three new Committee members at the AGM:

Isla Sherrington, Cardrona Distillery Distillation Team Leader.

Matt Bridge - Owner and Distiller at Lunatic & Lover

Richard Wilson - Owner/Distiller, Sandymount Distillery

Check out their Bios on our [website](#)

It is timely to also thank our existing Committee members – Antony, Soren and Rob for their sterling efforts above and beyond volunteer work.

- **Alcohol Advertising and Promotion Code**

A new code came into effect for all alcohol advertising from 1 July 2021. Any existing and new alcohol advertising prior to these dates must comply with the current Code for Advertising and Promotion of Alcohol. See the link here [ASA - Advertising Standards Authority](#).

The changes to the code are to strengthen the demonstration of a high standard of social responsibility.



- **Container return scheme**

The Minister for the Environment is currently assessing various options on glass recycling schemes – either to adopt an expensive Container return scheme (CRS) or the proposed alternative [Glass For Good scheme](#) (GFG) from the Glass Packaging Forum (which DSA supports) or to carry on with more consultation. Interested parties and companies are now writing to the Minister to express their support for the GFG scheme.

For info – we have attached a briefing presentation on the GFG scheme, our letter, and also a template that you can use if you also want to send in your individual support of the GFG scheme. The letter should ideally get to the Minister within the next few weeks.

(note: for those of you with local refillable glass systems, these would continue in the Glass For Good scheme).

- **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.

- **Associate Member advertising opportunities**

Our Associate Members are now able to place their adverts at the end of our newsletter. Contact me if you would like more info.

- **NZ Spirits Awards - Photos and Feedback**

We have a feedback survey going out to both the Awards Entrants and our Judges, so please do fill this in when you have time. Every year our awards have attracted more entries and sponsors, and our judging panel has expanded - we want to continue to improve the whole event – your feedback is very important.

Click here to see the fantastic photos from the night: [Smoke Photography](#). If you would like to use any of these photos in media releases, they need to stipulate “courtesy of Smoke Photography”.



- **Labelling of Spirit-based Seltzers**

A reminder to anyone making nutrition information claims on your containers and/or packaging of Spirit-based Seltzers. As soon as you make any claim (on your packaging, advertising, social media etc), such as “low sugar” or “No sugar”, or a health effect is stated eg contains vitamins, you will need to put a Nutrition information panel (NIP) on your label (see food standard [1.2.7](#) or [1.2.8](#)).

- **NZ EU – Free Trade Agreement and Spirits Definitions**

Tash McGill (NZ Whisky Association) and I recently met with Rose Carson, International Policy, MPI who is working on the *Wine and Distilled Spirits Annex* for the Free Trade Agreement between UK and NZ.

These Annexes help reduce technical barriers to trade by diving into specific areas (like cosmetics, pharmaceuticals, IT etc), and help formalise the details in the mutual recognition agreements between countries.

We will work with Rose on the wording of the Annex relating to spirits.

Also coming out of these discussions is the acknowledgement from UK, Australia and NZ that the current definitions of whisky and other spirits within Australia and NZ needs to be strengthened to improve product authenticity and reduce counterfeits. Since this has been driven via the FTA negotiations, any changes to the definitions of spirits have a far better chance of pushing through to legislation (via changes to FSANZ food standards) than if industry bodies (NZWA / DSA / Australian Distillers Association) tried to do this on our own.

Legislated definitions of spirits is one of DSA’s top priorities, so we are very pleased to support further conversations (recognising that clarifying the detail of what will be in the definition is the important next step).

- **Importing food**

Are you importing food, drinks and/or ingredients for sale? From 30 June, all importers of food for sale must be registered as a Food Importer with New Zealand Food Safety.

Food consignments imported by unregistered importers will be held at the border until a Food Importer registration number is issued. Visit the [MPI website](#) for more info.

#### ADVERTISEMENTS

(click on the image to access the link)



Cheers  
Sue



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