

Distilled Spirits Aotearoa (NZ) Inc

NEWSLETTER



November 2021

- **Membership:** - Our current number of members stands at: 87 Members and 63 Associate Members (includes 9 pre-commercial distilleries).

A very warm welcome to our newest Members:

Trident Distilleries Ltd
Strange Nature Distilling Ltd
Old Mate Distillery Ltd
Duo Distilleries Ltd

And our new Associate Members:

Canvas Spirits Ltd
Industrial Gaber

Sadly, we've had resignations (Covid-related business decisions) from two of our Associate Members:

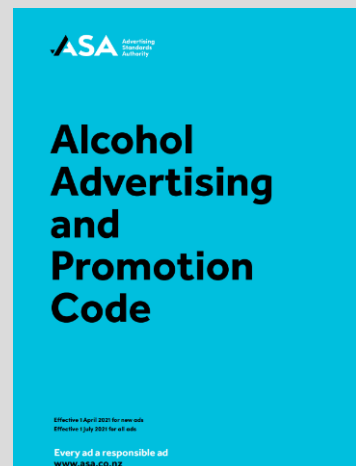
Little Shaggery Farm
Celon Distillery 2020

We are sweeping up the last of the outstanding 2021/22 membership fees. If anyone is in hardship, or you have any questions please let us know.

- **Alcohol Marketing on Social Media**

There has been a recently upheld complaint in Australia against 37 alcohol marketer **Instagram/Facebook accounts** which were not age restricted ([ABAC-Q3-2021-Quarterly-Report-October-2021.pdf](#)). In Australia the ABAC placement rules require that alcohol marketing on social media is restricted to adults. The report recommends that *everyone involved in alcohol marketing should audit all their digital marketing assets, including influencer and brand partner activity to ensure that all available age restriction controls have been activated for those marketing assets*. Page 2 of the report has some useful guidance on how to do this.

This sets an important precedence for New Zealand – the new [Alcohol Advertising and Promotion Code](#) which came into effect on 1 July 2021 clearly follows the same line as Australia. It is important that all our Members check that their brand websites and social media pages are age restricted if their audience composition is not known.

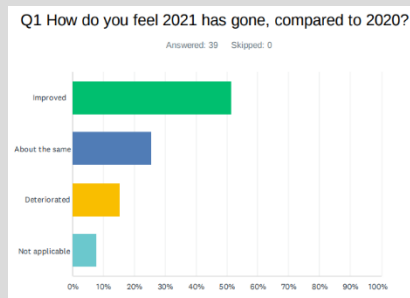


- **NZ/UK Free Trade Agreement**

DSA, with Robert Brewer (Spirits NZ) and Tash McGill (NZ Whisky Association) have been working with MPI on the UK/NZ FTA Spirits Annex. We are very happy that New Zealand is now committed to support an application by the UK to FSANZ (Food Standards Australia New Zealand) to develop a whisky standard for Australia/NZ. This will reduce fraud and forgery and help establish the quality standards that DSA and NZWA have adopted for our members in our new [Spirits Definitions](#).

Other announcements from the FTA for distilled spirits are that lot codes will be mandatory and enforceable, and tariffs for NZ spirits entering UK will be removed (over time).

- **Member survey - Looking back over 2021 and predictions for next year**



Thank you to all our Members who participated in our recent survey for the next [The Shout](#) article (report attached to this email).

As of 7th October 2021, the majority of our members were feeling positive (we hope this has not changed), and there were many exciting plans for next year.

The Shout article coming out in the Oct/Nov magazine will have some more background to the survey, including the trends identified from your free comments.

- **2022 NZ Spirits Awards**

Due to the increasing number of entries into our NZ Spirits Awards, the Spirits Awards Committee has decided to expand the number of categories from seven to 15 for next year. Entries will open on 24 Feb 2022, so there is plenty of time to think about your entries.

A prospectus for Sponsorship opportunities will be sent out to our Associate Members in the next week.

CATEGORIES

LONDON DRY GIN	SINGLE MALT WHISKY	COGNAC
CONTEMPORARY GIN & NAVY STRENGTH GIN	BLENDED WHISKY	TEQUILA/AGAVE SPIRITS
FLAVOURED AND BARREL RESTED GIN	AMERICAN STYLE WHISKEY	BOTANICALS AND OTHER SPIRITS
VARIETAL VODKA	RUM	LIQUEURS
FLAVOURED VODKA	RUM - SPICED AND BOTANICAL	
	BRANDY	

- **New Associate Member business profiles**

We have one updated Associate Member profile on our DSA website:

[Anton Paar](#)

Let me know if you would also like your business profile loaded to the website

- **The next label changes**

FSANZ recently held an industry consultation on Energy Labelling of Alcoholic Beverages. In response to this meeting and the sharing of the FSANZ Energy labelling discussion document, the DSA Committee composed a response stating our current position.

We've attached both the FSANZ discussion document and our submission to this Newsletter. If anyone has any concerns with our position representing our Members, or any further comments or points we should raise with FSANZ – let me know.

- **Free Training**

[Digital Boost](#) is a set of free learning resources tailored to New Zealand businesses. The Digital Boost Skills Training programme is Government-backed and free for all Kiwi small businesses. 3-5 minute video tutorials give you the basics of doing business online.

- **Recycle a digital device**

[Recycle a Device](#) (RAD) aims to close the digital divide, by bringing laptops and tech engineering skills to students and young people who need them. RAD accepts donations of second-hand laptops (less than 10 years old, with a charger).

- **Location Test Certificate - reminder**

One of our Member distillers has asked us to remind everyone that most distilleries (if not all) need a current Location Test Certificate. Location Test Certification is for hazardous goods management including explosion zoning, ignition sources, location of flammable liquids, bunding and electrical installation.

You will need to engage a Compliance Certifier to audit your distillery and obtain your location compliance certificate. It's also extremely important to keep an eye on your certification expiry date. Check out the website for the details:

[Location compliance certificates | WorkSafe](#)

One of our Working groups (headed by Antony) is working on Industrial Standards – documents for use by DSA Members for Distillery set up and certification, which can hopefully be used to help with checklists and for consistent Worksafe/ Council auditing in future.

- Institute of Brewing and Distilling - APAC Section Biennial Convention 2023
A note for your diary - the IBD Asia Pacific Section has announced the date for its 37th convention that will take place in Adelaide from **20th - 23th March 2023**. [Asia Pacific Convention \(ibd.org.uk\)](http://ibd.org.uk). This convention coincides with the 70th anniversary of the Asia Pacific Section, which was inaugurated in Adelaide in August 1953.

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- **Associate Member advertising opportunities**

Contact me if you would like more info on placing an adverts at the end of our newsletter.

Cheers

Sue



Dr Sue James – Chairperson

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