

Distilled Spirits Aotearoa (NZ) Incorporated

Certificate of Incorporation: 2716891

Registered office 14 - 16 Harbour Street, Oamaru 9400, New Zealand

Telephone: +64(0)21 222 9881 Email: [info@distilledspiritsaotearoa.org.nz](mailto:info@distilledspiritsaotearoa.org.nz)

Facebook: <https://www.facebook.com/distilledspiritsaotearoa/>

Web: [DistilledSpiritsAotearoa.org.nz](http://DistilledSpiritsAotearoa.org.nz)

---

**Submission on:  
MFAT Consultation on EU/NZ Free Trade Agreement – Geographical Indications  
19 March 2019**

Distilled Spirits Aotearoa (DSA) represents the interest of New Zealand's emerging spirits industry and NZ makers of distilled spirit products. Our society has been formed to represent our group of distilled spirits manufacturers and associated groups and individuals, passionate about promoting our New Zealand-made products. We are newly incorporated (Sep 2018), and already represent 38 distilleries within New Zealand, producing spirits for domestic NZ and export markets.

Our main comments about the agreement under negotiation are:

- The names in Cyrillic or other non-English in these documents should be re-presented to include the valid translation, in order for genuine consultation to occur for these GIs.
- As per above, where the translation relates to general and common English words or phrases eg sweet water; country; big hill - NZ producers should have the right to continue to use these names.
- Some of the names eg Irish Cream, Cassis have been in such general use in New Zealand for many years, they have become “the flavour” rather than “a brand” eg New Zealand-made Deep South Irish Cream ice cream; Everglades Cassis Liqueur.
- New Zealand producers already using the proposed GI name on a trade-marked product eg. Karven Vintage Syrah Grappa; Puhoi Organic Distillery Organic Shiraz Grappa, should be protected for the future for both domestic and export markets.
- We appreciate the benefits that a free trade agreement will bring to New Zealand producers, however we are concerned that such a massive list of prohibited GIs will become an incredible burden for any producer to navigate.

Yours sincerely

Dr Sue James



Chair, Distilled Spirits Aotearoa (NZ) Inc