



# Distilled Spirits Aotearoa News

## December 2022

### Message from the Chair

Kia ora koutou,

Our vision is 'To support NZ in becoming the world's best craft spirits producer' and to achieve this Distilled Spirits Aotearoa will focus on three strategic pillars. Education and resources, advocacy, and promotion. I want to start off talking about education. It occurred to me recently that I have been caught up in the day to day running of my own business, I put my own professional development and learnings on the back burner. I initially developed myself to the point where I can get the job done and then stopped there. However, to be a better operator, my development and building new skill sets is essential.

There are a lot of offerings around for our people to hone their skills, learn some chemistry, business development, learn more about accounting or marketing.

Throughout this newsletter there are several different opportunities for you to learn something new. If Aotearoa is to become the world's best spirits producer, then developing our people is key.

Kā mihi nui,

**Richard Wilson, Chairman – Distilled Spirits Aotearoa**

### **News from the Board**

#### **Excise Lobby**

The Excise Rebate Group had a meeting where they were updated on meetings in Queenstown and Wellington. The Handbook to be updated and finalised.

The group have developed a survey to send to members. This may need to be broken into multiple surveys to keep each one short. There are 10 questions to get baseline details from members.

#### **The Distilled Spirits Aotearoa Conference**

In conjunction with the 2023 New Zealand Spirits Awards, the DSA will be hosting the inaugural craft spirits conference. This will be held in the days leading up to the awards ceremony on the 8th/9th June. These dates are currently penciled in, and as we start the planning and organising. More concrete details are yet to come. We are extremely excited to solidify our strength as an industry with this conference. This is an opportunity to demonstrate how far we have come and developed as craft producers, and also to give opportunity to grow, learn, develop and network amongst ourselves. Watch this space.

#### **Registration for the American Distilling Institute's 2023 [International Spirits Competition](#) has recently opened**

When our members enter their spirits and use the discount code **DSA2023** you will save \$100/spirit. Any spirit entered by February 3, 2023 will automatically save an extra \$50/spirit from the early-bird discount.

## THE DISTILLERS INSTITUTE

The Distillers Institute has been operating for fewer than three years in Australia, helping 430 people to plan, grow and transform their ideas into distilling businesses. and in now moving to New Zealand. To date, around 10% of those have since gone on to successfully open commercially viable distilleries.

The course will help build competency in the following areas:

1. Knowledge about the distilling environment
2. Business planning including financial modeling, people and training
3. Marketing, distribution planning, selling spirit and creating and building a brand
4. Product planning including what to make and when
5. Setting up and determining scale, size and costs
6. Confidence your business can thrive in a competitive environment, and
7. Navigating compliance and licenses to get you legal before your build.

### SPECIAL OFFER FOR DSA MEMBERS

We've arranged a members only page for you to register your interest [here](#).

Just leave your name and email address and when the course is live we will send you the DSA special 25% off discount code. We look forward to updating you soon.

### ***MESSAGE FROM CUSTOMS NZ***

*The Customs & Excise Act 1996 contained a definition of "working day" that was inadvertently removed with the advent of the Custom & Excise Act 2018.* For excise payers this means that the period in which a payment due in December can be made is a week shorter than previously allowed. For licensees submitting an excise declaration for the month of **November 2022**, payment this year must be made no later than the last working day of December, which is **Friday, 23 December 2022**.

Customs apologises for the inconvenience caused, and encourages any clients that have cash flow difficulties in

December to contact [revenue@customs.govt.nz](mailto:revenue@customs.govt.nz) ahead of the payment due date.

**Air New Zealand's Kia Ora Magazine published a great piece highlighting some of Aotearoa's great distilleries**

[Kia Ora November 2022](#)

**Another excellent move forward in highlighting our industry and our contribution to tourism to the world**

## **Upcoming courses**

WSET SPIRITS LEVEL 1, ONLINE. 9TH JANUARY, 2023  
[Spirits Courses — Wine Education Co. \(wineedco.com\)](#)

INSTITUTE OF BREWING AND DISTILLING  
[General Certificate in Distilling \(ibd.org.uk\)](#)

THE DISTILLERS INSTITUTE  
[The Distillers Institute](#)

*The DSA does not endorse any one education provider over another, and will continue to lead our members to any professional development opportunity as and when we become aware of them.*

## **Membership**

A warm welcome to our newest associate members and Anne Gigney and Marcel Thompson of the Distillers Institute Limited and also Richard Bird.

If you know anyone out there that would benefit from being a member of the DSA then point them in our direction. the greater our membership base is, the



stronger our collective voice becomes and the more ability we have to strengthen and improve our industry.

## IN CASE YOU MISSED IT...

This months **webinar** on the Alcohol Advertising and Promotion Code from ASA Chief Executive, Hilary Souter and Complaints Manager, Catherine Maclean to support responsible advertising.

We will highlight key rules in the Code, show plenty of examples of ads and provide tips on how to get it right.

<https://vimeo.com/manage/videos/749772222/c94f75d4cf>

## Meet The Member

This month we are introducing Arjun Haszard from Quick Brown Fox. Arjun funded Quick Brown Fox in 2010 and has built a brand that has been synonymous with quality and innovation since the beginning.



**What made you get into the craft?**

**How did you learn?**

There are four of us in the business - a team of three in Dunedin, lead by Cameron my co-founder, and I live in Auckland. We distribute in NZ through Hancocks and in the UK through Sea Spirits. It all started in 2010 when I followed my partner at the time to Dunedin and in doing so quit my job without having one to go to. I was curious about business and went to

university. Meanwhile at home I was tinkering around with recipes for liqueurs – this was because my mum was making feijoa liqueur with brandy as a base. I guess the two

interests got connected when I realized that coffee liqueur wasn't typically made from real coffee, this piqued my interest and lead me on a path of relentless learning. Later I was able to use a café kitchen after hours to tinker and improve a recipe and launch a product, and from there it just grew slowly and organically.

**What is a key highlight for you since you have been running QBF?**

When my UK distributors said we'd gotten into 210 Majestic Wine Stores across the UK was definitely a highlight, but on a smaller scale I had a stranger in a bar recommend Quick Brown Fox to me.

**What would you like to see from the DSA as a representative body?**

Classes or learning opportunities and informal meet ups for networking would be great. I think the industry is vibrant and growing in a positive direction.

You can find Quick Brown Fox products at [Quick Brown Fox Coffee Liqueur](#) including their newly released Overproof coffee liqueur

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## Advertisements

Contact [info@distilledspiritsaotearoa.org.nz](mailto:info@distilledspiritsaotearoa.org.nz) if you would like more information on placing an advert at the end of our newsletter. (click on the image to access the link)



## SUPREME

SAVERGLASS

### UNRIVALED ELEGANCE

Combining strength and subtlety, the duality of the Supreme decanter's geometric shapes is captivating. Solemnly erected on a solid glass pedestal, its charismatic silhouette consists of four square sides whose rounded edges will surprise you by contrasting the power of the straight lines with the gentleness of the curves. The Supreme is also a game of mirrors - an unusual construction of four astonishingly lustrous sides that appear to both join together and oppose one another at the same time.

Saverglass (UK) Limited | [www.saverglass.com](http://www.saverglass.com)  
Haute Couture Glass | Tel +44 9 522 2990

## New Product

### 200L Whiskey French Oak Barrel



**Taransaud**  
TONNELIER

Taransaud is the world-leading cooperage for ageing spirits in French oak barrels. By combining its expertise with niche Bourbon producers, Taransaud cooperage has developed a new innovative barrel design for whisky producers seeking maturation excellence based on the best of what the Cognac and Bourbon industries have to offer.

#### Benefits

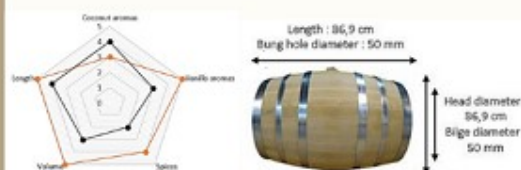
- Short term** - After 8 months maturation, the new barrel instils the colour of a four-year spirit.
- Lifespan** - For the first 5 years and up to 10 years, extraction from the oak.
- After 10 years**, Unlimited ageing for tannin and alcohol oxidation, evaporation and concentration.
- Sensations on the nose** - The aim is to protect the distillation style, which is supported by the aromas of toast and fruit with spice and vanilla notes.
- Structure** - We achieve a rounded, satisfying attack with a silky structure on the middle palate, whilst reducing the harshness of the alcohol.
- Finish** - On the palate, incredible elegance is exuded and displays the most beautiful persistence.

#### Technical specifications

- Capacity - 200L
- The thickness of raw staves-27mm
- Number of galvanised circles-6
- Weight-40kg

100% French oak, certified by Bureau Veritas. Wide grain specifically selected by our Merrein Du Limousin stave mill.

100% Natural open-air seasoning for 36 months. Certified by Bureau Veritas. Oak is sourced from sustainably managed forests. PEFC certification on request. Traditional open fire toasted with full traceability.



## Gin Ventures


Here's how everyday people can create a great spirits business

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**\$45 for DSA members**

Quantity price-breaks available

**[nzbooks@stillmagic.net](mailto:nzbooks@stillmagic.net)**



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Multi-Function range of steam and electric copper pot distilling equipment with built in CIP valve cluster control & calibrated safety systems, flame proof geared motor & pumps automation and control programmable - Spirit collection vessels

Certified NZ registered electric steam boilers and Energy recovery systems

Custom Engineering design sales and service



LPE is offering DSA members a discount off our range of copper pot stills and spirit collection vessels &/or upgrades to existing stills (offer runs March 2022 – March 2023). Contact us to discuss

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