



Distilled Spirits Aotearoa News

Message from the chair

Kia Ora everyone,

The last few months have been the darker, colder, and wetter months of the year. They are the months we all need to actively chase the things that keep us focused and upbeat. Having spoken to many of our members over the last month or two, the one thing we have in common is that the way we all anticipate summer is what keeps our heads up. Whether it's a new product you hope to release in the summer, or the increased sales period, festival season, fruiting trees or just more sunlight. Its a real privilege to hear about the projects people are working on, and they often involve the words "On the other side of winter..."

One thing I'm working towards is the way we deliver value to our members. I hope over the next year to start creating some content that is interesting and engaging for the wide variety of members that we have in

the DSA. So please, reach out to me, let me know what you want to hear, or what you want to see coming through from the DSA. And watch this space for some new and engaging content coming your way.

Kā mihi nui,

Richard Wilson, Chairman – Distilled Spirits Aotearoa

News from the board

NZ Rum Definitions passing into DSA Rules

Formal definition reached by working group to ensure process is communicated to members to allow feedback and changes before implementation. (follow whisky example)

Strategic planning session:

The DSA board will be meeting for a strategic hui on the 6th October to reaffirm the associations purpose develop a strategic plan to cover priorities and deliverables over the next 3 years. This will focus on how best to deliver value for our growing and diverse membership

Distillery safe working standards document by Beca

This document has been delivered to the board. A further working group is assigned to make specific changes within the document to improve scalable applications within New Zealand distilleries.

Excise lobby

A group has been formed to concentrate efforts and remove silos of conversation. With this, individual efforts will consolidated and reapplied by the DSA.

Awards feedback

For all those who entered the NZ spirits awards 2022, don't forget you can email Kayleigh if you would like to receive the judges comments for your entry (allow a little time for this to be processed)

kayleigh@avenues.co.nz

Membership

A warm welcome to our newest members Kapiti Distillery (Pre commercial associate.) NV & Co Distilling Ltd (Associate) and Up A Tree Distillery (Member). This brings our membership to 96 full members and 67 associate members.

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.

Product recalls from MPI

Algota brand Sesame Tahini, Halvah Tahini and Halvah with Pistachio
Tip Top brand Supersoft Wholemeal and Oatlicious breads

Meet The Member

This month we would like to introduce one of our members to you all, and as we make our way through the next year, we will introduce more and more. We all exist in a great community of distillers, distributors, suppliers and contractors all working together in this craft spirits industry. So, we think it's best to help us understand who we all are.



This month is introducing Tom Finn, Owner & Distiller at Herrick Creek Distillery. Tom started Herrick Creek in 2020 in



Christchurch. Tom grows his own heritage corn for a full grain to glass distilling set up. Using his 200l full copper pot still 'Eddie' and has produced a strong range of whiskies, gin and moonshines. This year at the New Zealand

Spirits awards, Herrick Creek won the 2022 trophy for best overall flavoured vodka with his and Smokin' Right Rear Cinnamon Moonshine and a silver medal for his Maple Moonshine.

Q. How did you get into distilling? how did you learn?

A. I started as a home distiller and found a love in making corn based spirits. Something about the smell, flavour, and even texture of it really appealed to me, so I kept trialling different mash bills for corn whiskies. Self-taught and always learning!

Q. What is it that keeps you going? what drives you run a distillery?

A. When I decided to start a distillery, I really wanted to have a connection back to my home country, Canada. It was that search for a brand identity that led to me to the South Island Moose tale, where moose were brought to NZ from Canada. Alongside that, I wanted to create a NZ spirit that had North American influences, and using corn has been the best way to do that. Now, I'm growing a crop of heritage corn each year for varietal whisky releases, and the idea of creating something new and unique really excites me and motivates me each day. Herrick Creek is still in the early days of R&D and growth – the exploration of flavours, mash bills, and grains is fascinating and my favourite part of distilling. The end product has to be something that I'd personally enjoy drinking.

Q. What would you like to get from the DSA as a representative body?

A. I hope the DSA can help protect and enhance the NZ craft spirits identity. Being able to outline and lobby for official spirits definitions is an important part of that, as well as lobbying against higher excise taxes and

excessive regulation. I think education is an important role as well – it's important that the general public see craft spirits differently to mass-produced drinks, for quite a few different reasons. Having like-minded producers to call on and creating a comradery amongst each other, along with creating/supporting other industry attractions like "trails" is super important.

You can visit Herrick Creeks website here at: [Herrick Creek Distillery | Christchurch, New Zealand](#)

Introducing Lynda

It is with great pleasure that we announce Lynda Booth to the DSA team. Lynda has joined us as an administrative contractor to take on a significant workload for the association. Lynda has a vast knowledge of the world of membership-based associations, and is here to make sure we run a tight and organised ship.

we are very much looking forward to continuing to work with Lynda, and seeing this aspect of our association improve.

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