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Distilled Spirits Aotearoa

Newsletter September 2023

MESSAGE FROM THE CHAIR

Kia ora koutou,

I am quickly realising how fast the year is moving, blink and a few months have passed. When everything rushes by so quickly, its important to stop and reflect on what we have done, and what is next. Paying attention to the plan we have created and making sure we are on track.

I want to update you all on some of the work the DSA has achieved this year and remind you what Distilled Spirits Aotearoa is doing behind the scenes.

Earlier in the year we released the first membership excise document, this is a document for members to familiarise themselves with to understand the current journey towards a brighter excise future. Having this document in the hands of all our members is an important step towards a unified approach to an excise package

Working Standards Guideline documents, these are a resource for existing or new distilleries, as a tool to enable best practice for the safety within your distilling workplace. We have delivered 5 of 11 sections of this, with the next section being published next month.

NZ Rum Definition was established and published and a new working group has been assembled to establish definition on “What is a New Zealand Spirit”

Govt Submissions: we have submitted on behalf of our members in the following subjects

- 1 Cellar door amendment
- 2 Food and Beverage Industry Transformation Plan
- 3 Container Return Scheme

Women in Distilling - Thank you to Angela and Nikki for taking on the task of developing a ‘women in distilling’ network in NZ

Our inaugural conference was a big event that required a lot of work, and we are thrilled it was so successful, and we are thankful for all the great membership engagement with the event.

We are constantly working towards our three strategic pillars:

Resources: supporting and educating our members. This includes developing a Continuing Professional Development (CPD) programme, developing best practise and industry standards and developing career pathways within the industry.

Advocate: The second pillar involves establishing a strong advocacy framework. This means actively engaging with stakeholders, including members, industry, local and central government, and the wider community. By building strong relationships DSA can gain their support to protect the integrity of the industry.

Promote: The third pillar revolves around the strategic promotion and marketing efforts of DSA to build the brand value globally. It is important to further develop a comprehensive plan to promote the spirits brand story, excellence in the industry, the value of membership and the industry and secure funding & investment.

Thank you to all the members for supporting the DSA board to achieve these things and keep progressing our industry.

Richard Wilson, Chairman - Distilled Spirits Aotearoa

NEWS FROM THE BOARD

The Cellar door amendment Bill

The Bill is now before the Justice select committee which is receiving submissions until September 14. DSA, and Spirits NZ will be making submissions. We are asking the select committee to have distilleries who are impacted as cellar doors are to be treated in the same manner as the Bill proposes. We encourage impacted DSA members to also make submissions.

[Sale and Supply of Alcohol \(Cellar Door Tasting\) Amendment Bill - New Zealand Parliament \(www.parliament.nz\)](#)

We are asking that 6 Section 17 amended (Off-licenses: sale and supply on licensed premises) is amended to include:

- (iv) the premises are a distillery cellar door; and**
- (v) the alcohol sample is a spirit; and**
- (vi) each sample is no more than 15 milliliters of spirit**

We have spoken with the Bill's owner, Stuart Smith, and he is aware that we will be submitting in this regard and will not oppose. We have had a similar conversation with NZ Winegrowers and their position is the same.

The members bill system is a slow-moving thing, and this process can take up to a year.

Join the DSA Women's Network

Join the DSA Women's' Network and find your tribe! We're on Facebook ([click here](#)) and love discussing everything related to running a distillery business in Aotearoa New Zealand. We meet every last Thursday of the month, high noon (hard to miss, easy to remember). Our next virtual meetup (28September, 12pm) will cover the ever important topic of branding. There'll be specialists and industry professionals and the Q&A is always very lively.

Experimenting With Juniper Berry Sources

A reminder to Members to take care if you begin to experiment with alternatively sourced juniper berries, including foraging locally or sourcing young plants from NZ garden centres.

Juniperus communis is the variety used for distilling in world-wide, however there are 60 or so other species in the *Juniperus* genus. Some of these varieties are toxic to humans, and some are plain bad tasting when distilled, eg. *Juniperus ashei* 'foul-tasting', *Juniperus foetidissima*, 'stinking juniper'. If you are using foraged juniper you should verify your species, or have your berries tested for toxicity.

Photos of juniper found in NZ can be found here: [The Great New Zealand Juniper Hunt](#) · [iNaturalist NZ](#)

EVENTS

DSA Events Page

We have set up a new page on our website. This page will provide information on all the events we are hosting. You can reach it [here](#).

And if you would like to suggest a webinar topic and/or speaker, please send to Lynda at info@distilledspiritsaotearoa.org.nz. We are looking at providing more of what you would like to hear.

What's Gold Got to Do With It?

Tash McGill, a respected spirits writer, consultant and judge at spirits and food & beverage competitions here in New Zealand and offshore will discuss the different types of awards, how different styles of judging work, what they're trying to achieve and how to leverage an awards and competition strategy for your own business. This **webinar** format will allow plenty of time for questions, interaction and opinion.

Register: register your interest in attending [here](#). You will need to register to receive the zoom login information. This event is free for DSA members.

Institute of Brewing & Distilling (IBD) Masterclass

Running over two days, the event will feature technical elements including distilling technology, chemistry and equipment, expert speakers and insights on business and safety.

Lodge your interest [here](#) - noting that minimum numbers are required before it can be run in NZ.

The Masterclass is the ideal technical overview, aligned with the global industry's technical standard of distilling education. It is perfect for individuals who want more knowledge about the technical elements of distilling and is a good complement for anyone who is currently doing, or planning to do, the General Certificate of Distilling exam.

Who's it for?

This event is ideal for distillers looking for professional development, for those interested to gain an understanding of how IBD qualifications contribute to industry success and for those considering doing the General Certificate. It is designed for people in the industry at all levels of their technical education.

The IBD's curriculum is regarded as the global standard for distilling and brewing education and provides an accepted industry standard for technical understanding of distilling. The event is best done in conjunction with study online of the General Certificate of Distilling and resultant exams to gain the industry qualification.

The event is organised by Anne Gigney on behalf of the Institute of Brewing & Distilling and the technical tutor will be Ian Thorn, IBD Asia-Pacific's technical distilling trainer, international Diploma Tutor and IBD Master Distiller.

MEET THE MEMBER

Kaimai Brewing and Distilling. Based in Kaimai with a cellar door at the historic [Waikino Hotel](#) in the Karangahake Gorge, Kaimai has a full range of gins including gold medal winning Eliza's Claim, and also a spiced rum, "Annie's Strike"

How did you get started in distilling?

Quite truthfully, I tripped and fell into the world of distilling. It began with being employed as a duty manager at a local bar which doubled as the cellar door for Kaimai Brewing and Distilling.



My inquisitive nature found me forever poking my head into the distillery and questioning Wayne about what he was doing and why.

Having noticed my interest (or perhaps tiring of the interruptions), Wayne offered me the opportunity to start working with him and I've never looked back. I'm still totally fascinated by the art of distilling and the history and traditions that are tied to the world of spirits.

What has been a highlight for you?

A definite highlight for me was attending the DSA conference. Meeting fellow distillers who share the same passion and enthusiasm for making quality spirits as I do was great. I found the guest speakers incredibly interesting and learnt a lot.

Why is the DSA important to you?

The DSA is important to me as I believe it's really important to have a regulatory body that establishes national standards and ensures our spirits are being made in a safe way and to a high quality. I also think the DSA has created a trusted collective of industry professionals who can share knowledge and support New Zealand spirits gaining global recognition.

Find out more at [Home](#) | [Kaimai Brewing and Distilling](#)

MEMBERSHIP

A warm welcome to our newest members

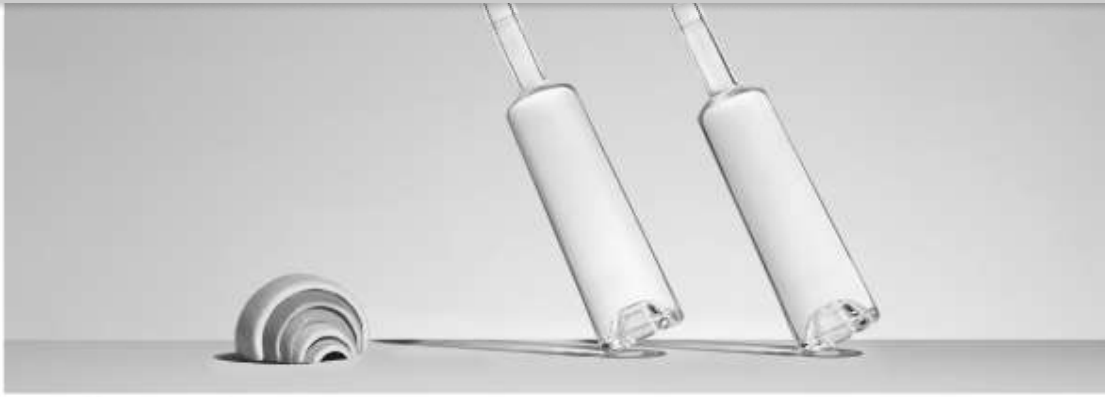
Rohan McGowan (Associate member)
The Spirits School (NZ) (Associate member)
Tucker Creative (Associate member)

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.

ADVERTISEMENTS

Contact info@distilledspiritsaotearoa.org.nz if you would like more information on placing an advert at the end of our newsletter.

This is your chance to get noticed by 68% of all distilleries in New Zealand. It is an opportunity not to be missed.



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