



**Media Release**

**12 June 2009**

### **Distilled Spirits Association elects new chairman**

The Distilled Spirits Association of New Zealand has elected Diageo New Zealand Country Manager Philip Doyle as chairman.

Mr Doyle has represented Diageo's portfolio of leading brands in New Zealand for 10 years. Prior to that, his career spanned both the beverage and hospitality industries.

"There is a robust discussion underway questioning the societal norms around alcohol consumption that will create challenges and opportunities for the industry," Mr Doyle says.

"From understanding the values of one of the leading global beverage companies, an extensive experience in the industry and being a parent of teenage children, I am fully aware of the personal enjoyment and responsibilities that go with beverage consumption.

"Regulators formulating any new policy will do so with an understanding of the widespread appreciation and support for the role beverages play in the fabric of society. I am also confident the Association and its members will work with regulators on any measures based on rigorous scientific analysis to specifically target and control unsociable behaviours derived from beverage abuse."

Currently the Law Commission is conducting an extensive review of liquor legislation while separately Parliament is considering other amendments to regulations governing the licensing of retail premises and liquor advertising.

Mr Doyle succeeds former Maxxium New Zealand general manager Philip Robinson.

Allen McCormick, Managing Director of the Rum Company was re-elected Vice-Chairman.

The Distilled Spirits Association of New Zealand was incorporated in 1990 as the national body representing NZ's leading producers & marketers of spirits and liqueurs.

For further information please contact

Thomas Chin  
Chief Executive  
Distilled Spirits Association of New Zealand  
09 300 5930  
[tchin@distillers.co.nz](mailto:tchin@distillers.co.nz)

Philip Doyle  
Country Manager  
Diageo NZ  
09 520 3920  
[philip.doyle@diageo.com](mailto:philip.doyle@diageo.com)