



Media Release

1 September 2011

Distilled Spirits Association elects new leadership team

Richard Jillings, the NZ and South Pacific area manager of Brown Forman Corporation has been elected Chairman of the Distilled Spirits Association of New Zealand.

He takes the Chairman's role at a crucial time for the importers, distributors and producers of distilled spirits as the Government presses forward with the Alcohol Reform Bill that intends to restrict the sale and marketing of alcohol beverages.

"The industry acknowledges that there are a minority of consumers who use alcohol inappropriately while the vast majority of consumers do so responsibly," Mr Jillings said.

"There are various proposals in the Bill that are of concern to the industry. In particular, the Bill considers possible controls on advertising and promotion and restrictions on the sale of some so called RTDs.

"However, as yet there is no detail or further information on how those proposals might be developed. The industry is ready to assist Government and officials achieve workable solutions that will deliver the Government's policy objectives.

"Responsible messaging and promotion are part of the industry's ethos. Brown-Forman has been in existence for more than 140 years and fully expects to be around in 140 years time satisfying consumers."

Mr Jillings has represented Brown-Forman's portfolio of brands, including Jack Daniels Tennessee whisky and Southern Comfort bourbon, for 10 years following 19 years with Lion Nathan specialising in wines and spirits.

The Association has elected Allen McCormick, Managing Director of Rum Co NZ Ltd, as Vice-Chairman.

For further information:

Thomas Chin 09 300 5930
Chief Executive Officer
Distilled Spirits Association