



In True Irish Spirit

The Distilled Spirits Association is advising revellers to honour St. Patrick's celebrations by avoiding risky behaviour, following reports of an Irish home brew (Poitin) being manufactured in the South Island in time for the Patron's day.

Using reckless expressions such as 'rocket fuel', 'one hell of a kick' and 'moonshine' to promote an alcohol beverage has not impressed Thomas Chin, chief executive of the Distilled Spirits Association.

"When we live in a society where the drinking culture can be an issue, this sort of ill-considered promotion is hardly useful or constructive," says Mr Chin.

The Association absolutely does not condone products whose key appeal is the amount of alcohol it contains.

The wider drinks industry reputation suffers when some over zealous operators are not mindful of their legal and moral responsibilities in promoting alcohol.

"St. Patrick's Day is not about drinking yourself into a stupor; it's about celebrating and enjoying the richness, colour and vibrance of the Irish people and their culture."

"During these busy times it's important to minimize the potential for harm. The onus is on all retailers and suppliers to act responsibly and ensure patrons enjoy themselves safely and within the law."

"It is possible to have fun, maximise profits and stick to the true spirit of Ireland this St. Patrick's."

ENDS.

Prepared on behalf of DSA by *the pr shop*. For further information, please contact Sally Frewin, (09) 368 1078, 021 333 221 or email sally@theprshop.co.nz