



For Immediate Release

Distilled Spirits Association Appoints New Chief Executive

Wellington February 1, 2013

The Distilled Spirits Association of New Zealand (DSANZ) has appointed Robert Brewer as its new Chief Executive. Robert will start in the role on February 4, 2013.

“The Association is delighted to have someone of Robert’s background and experience join as Chief Executive at a time when there is on-going focus on the regulations and operating environment affecting our industry,” said DSANZ Chairman Richard Jillings.

Robert has over 20 years experience as a public affairs and government relations practitioner having worked in-house for a number of government agencies and corporate organisations. He also has extensive consulting experience and has worked with some of New Zealand’s leading organisations on a range of projects and issues.

“The distilled spirits industry is looking forward to making a greater contribution to the current alcohol policy debate about the most appropriate policy settings to minimise alcohol-related harm while ensuring the long-term sustainability of the sector and its economic contribution to New Zealand,” said Mr Jillings.

“The Association believes there needs to be a pragmatic, evidenced-based approach to alcohol policy which sees vulnerable members of the community supported, without restricting the rights of the reasonable drinking majority.

“Robert will play an important part in advocating the Associations position and working collaboratively with everyone who shares our goals for a vibrant marketplace and a safe and sociable drinking culture.”

Robert will be based in Wellington.

Ends

For further information contact Robert Brewer on (021) 505044