



## **Spirits New Zealand Welcomes Passage of Geographic Indicators Bill**

Wellington, November 17

Spirits NZ has welcomed last night's passage of the Geographic (Wine and Spirits) Indications Bill.

"When the Bill comes into force early next year it will have the dual effect of adding more protection for our growing New Zealand-based spirits industry as well as for the globally established brands that export to our country," said Spirits NZ Chief Executive, Robert Brewer.

Under the new legislation spirits and wine producers who register will be afforded internationally recognised protection for discrete geographic indications.

"For example it will allow the likes of Scotch Whisky, Kentucky Bourbon and others to register their geographic identifier. This is extremely important as the trade in counterfeit or illicit product continues to grow," said Brewer.

"And in New Zealand as we produce more and more quality and distinctive Kiwi spirits being able to add this additional level of protection will be vital as our small local industry continues to expand."

Mr Brewer said that Commerce Minister, Hon Paul Goldsmith and his officials should be congratulated for running a seamless consultation process as the Bill was developed.

"We have been impressed and grateful for the Minister's focus on this Bill and are pleased that almost three years of work has ended successfully."

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