

DRINKS INDUSTRY ASSOCIATIONS

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International News Services sources:

BY KEITH NUTHALL in Paris, ALAN OSBORN in London, MARK ROWE in Singapore, ED PETERS and DON GASPER in Hong Kong, RICHARD HURST in Johannesburg, MONICA DOBIE and PHILIP FINE in Montreal, MATTHEW BRACE in Brisbane and ALEX SMAILES in Port of Spain.

THE INTERNATIONAL drinks industry is about as diverse as any global economic sector can get. As a result, trying to find the right company to trade with can be a complete headache. Fortunately, drinks businesses have long seen the need to band together in associations to promote their particular interests and these organisations can also serve as a gateway to reach their member companies. Here just-drinks.com supplies a comprehensive and detailed guide to drinks industry associations around the world, focusing on key producers and markets.

EUROPE

As with its political institutions, the drinks industries of Europe are represented by national as well as pan-European industry associations. This is important for lobbying, enabling representatives to be close to all the centres of decision-making.

Pan-European bodies:

The European Wine Committee (Comité Européen des Entreprises Vins) composed of 20 national wine organisations is the lead body for all wine matters in Europe. Based in Brussels, this expert committee collects information, engages in marketing and technical research, monitors quality standards and involves itself in a range of technical and economic matters, issuing opinions and policy statements. Above all it is a lobbying organisation which represents wine producer interests in international and professional bodies, notably the EU.

- Web: ceev@ceev.be This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; tel: (+32) 2 230 99 70.

UNESDA, the Union of EU Soft Drinks Associations, represents the European soft drinks industry, its primary role being to promote members' interests at European and international level. UNESDA's concerns cover legislation, economics, health and safety, packaging and a range of other issues connected with soft drinks. It also offers a vast pool of expert industry knowledge to assist in creating policies. Its members are the EU national soft drinks associations and companies operating in the EU.

- Tel: (+32) 2 743 40 50; e mail: mail@unesda-cisda.org This e-mail address is being protected from spambots. You need JavaScript enabled to view it .

CEPS, the European Confederation of Spirits Producers (Confédération Européenne des Producteurs de Spiritueux) is the representative EU body for 36 national associations representing spirits producers in 20 countries. Its stated objective is to promote the interests of the EU spirits industry through a better understanding of the industry's contribution and the encouragement of co-operation between members. In practice CEPS devotes considerable effort to opening up world markets and to eliminating tax differentials which give rise to trade distortions and fraud. Its aim is a tax structure in which all drinks are taxed at the same rate according to alcohol content.

- Tel: (+32) 2 779 2423; e mail: ceps1@skynet.be This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.europeanspirits.org.

CIAA, the EU Confederation of Food and Drink Industries, based in Brussels and composed of national federations, European sector associations and companies, is the lead umbrella organisation for the EU food and drink industry. Its aim is to establish policy guidelines and to influence both European and international legislation. The Confederation draws up industry facts and figures and publishes policy documents, brochures, opinions and other material.

- Tel: (+32) 2 514 1111; web: www.ciaa.be.

The Brewers of Europe, the representative body for the brewing industry in dealings with the European and international organisations is the Brussels-based Brewers of Europe. Members are the national brewers' associations of the 15 EU countries, Norway and Switzerland. Its aim is to promote brewers' interests by advising EU institutions on all aspects of policy, ensuring that legislation takes their requirements into consideration.

- Tel: (+32) 2 672 23 92; web: <http://www.brewersofeurope.org>; e mail: info@brewersofeurope.org This e-mail address is being protected from spambots. You need JavaScript enabled to view it

National bodies

France

As befits a comprehensive drinks-producing country like France, there is a considerable range of representative organisations. Where wine is concerned, the lead body is ONIVINS (Office National Interprofessionnel des Vins), which counts 350 members, of which 260 are ranked in its eight regional delegations. Onivins is actively engaged in the regulation of the French wine markets from vine cultivation to the marketing of wine. It is the source of expert knowledge, serving as a key link between government, the EU and producers in the overall management of the wine market, covering matters of investment, support measures, re-conversion and the environment. Onivins is based in Paris. (Tel: (+33) 1 42 86 32 00; web: www.onivins.fr).

For the French drinks business more internationally the central organisation is La F  d  ration des Exportateurs de Vins et Spiritueux (FEVS) - an association of 550 firms with a turnover of Euro 7.3 billion and which represents 85 per cent of French wines and spirits exports. FEVS covers all the French regions and includes products such as cognac, liqueurs, armagnac, calvados, anis  s, brandy, sparkling wines and still wines, including vins de pays and vin de table. The federation's mission is to keep members informed on all aspects of international trade and to lobby on their behalf at national, EU and global level. FEVS is reachable, in Paris, at tel: (+33) 1 45 22 75 73; e mail: contact@fevs.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it).

Besides these two main bodies, France has numerous smaller specialist drinks organisations such as the Bureau National Interprofessionnel du Cognac (Tel (+33) 5 45 35 60 00), the F  d  ration Nationale des Distillateurs d'Eaux-de-vie de Fruits (Tel (+33) 1 53 04 30 20), the Bureau National Interprofessionnel de l'Armagnac (Tel (+33) 5 62 08 11 00), the F  d  ration Nationale des Distilleries Coop  ratives Vinicoles (Tel (+33) 1 4294 2592) and the F  d  ration Fran  saise des Spiritueux (Tel (+33) 1 53 04 30 30).

Italy

Italian beer producers are represented by the brewers' society, the Associazione degli industriali della Birra e del Malto (Assobirra), in Rome, whose members cover 100 per cent of production and 80 per cent of trade, (Tel (+39) 06543932; e mail: birra.viva@assobirra.it This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.assobirra.it). Assobirra is the principal lobbyist and leading body for beer promotion, taxes, competition, research and legal and social policy for the beer business in Italy.

The Federazione Italiana Industriali Produttori Esportatori ed Importatori di Vini, Acquaviti, Liquori, Sciropi, Aceti ed Affini (FEDERVINI) is mainly concerned with maintaining standards and the promotion of all aspects of the drinks business in Italy, from soft drinks to wines and spirits, through information campaigns, tastings, fairs and other presentations. It is also active in promoting Italian drinks internationally. Based in Rome, Federvini is reachable at tel: (+39) 06 4941 630 and e mail: federvini@federvini.it This e-mail address is being protected from spambots. You need JavaScript enabled to view it .

Drinks producers are also covered by the Rome-based food and drinks association Federalimentare, which is concerned with social and economic issues, purity standards and the protection of its members' interests at national and European level. Federalimentare serves as the voice of the food and drinks industries in Italian and EU negotiations. (Tel +39 06 590 3470; web: www.federalimentare.it).

Spain

Spanish manufacturers and distributors of spirits are represented by the Federaci  n Espa  ola de Bebidas Espirituosas (FEBE) based in Madrid. FEBE's 150 members cover almost 100 per cent of the sector. The federation's aims are to ensure an adequate legal and social framework for its members and to promote the responsible consumption of spirits in Spain through publicity campaigns and information material. FEBE engages with local, national and EU legislative bodies in furtherance of its interests. (Tel (+34) 91 561 78 91 or 561 92 23; e mail: bespirituosas@febe.es This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.febe.es)

The leading representative body of the Spanish wine industry is the Federacion Espanola el Vino, a private non-profit organisation which acts for some 800 wine cellars producing quality wines and whose members include provincial organisations in different regions. The Madrid-based federation is the main interlocutor for the wine industry in dealings with the EU and the Spanish government on taxes, aids, promotions and other legal matters where it is an active lobbyist. (Tel: (+34) 91 576 2726).

The central organisation for sherry producers is the Federaci  n de Bodegas del marco de Jerez (FEDEJEREZ) which is concerned with safeguarding sherry internationally and generally promoting the interests of the sector in government and public bodies. Contact FEDEJEREZ, in Cadiz, at tel: (+34) 956 341 046, e mail: fedejerez@fedejerez.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it , web: www.fedejerez.com.

Germany

There are numerous German associations specialising in a wide range of drinks.

At the centre stands the Federation of German Food and Drink Industries (BVE), (Tel: (+49) 228 30829-0; e mail: bve@bve-online.de This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: <http://www.bve-online.de>), the top-level association of the German food and drink industries. The BVE co-operates closely with German government and public bodies, especially the Federation for Food Law and Food Science, also based in Bonn, which deals with legal and scientific issues for the German food and drink trade (Tel: (+49) 228 81 993-0; e mail: bl@bll-online.de This e-mail address is being protected from spambots. You need JavaScript enabled to view it .

The main German brewers' organisation is the Deutsche Brauer-Bund, of Bonn, (Tel: (+49) 228 959060; web: www.brauerbund.de), which represents its members' interests at all levels.

The German soft drinks industry is covered by the Wirtschaftsvereinigung

Alkoholfreie Getränke of Berlin, (Tel: (+49) 30 259 258-0, e mail: mail@wafg.de This e-mail address is being protected from spambots. You need JavaScript enabled to view it , while mineral waters are represented by Verband Deutscher Mineralbrunnen, of Bonn, (Tel: (+49) 2 28 95 99 00, www.mineralwassser.com).

Belgium

The Belgian Food Industry Federation (FEVIA) is the employers' organisation and accepted voice of the food and drinks industry in Belgium. Its responsibilities include beer brewing and the production of water and carbonated drinks. FEVIA acts for the industry in social, economic and regulatory matters. (Tel: (+32) 2 550 1740; e mail: info@fevia.be This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.qualityfood.be).

The Brussels-based Confederation of Belgian Breweries (CBB) acts in the general interests of the whole Belgian beer industry, economically and socially. It has departments dealing with the technical and scientific aspects of brewing, malting and related activities. (Tel: (+32) 2 511 49 87).

La Federation Royale de l'Industries des Eaux et des Boissons (FIEB), based in Brussels, represents the Belgian bottled water and soft drinks industries, promoting members' interests at Belgian, federal and regional level. Main issues are environmental (packaging), taxes, food law and food crisis management. (Tel: (+32) 2 649 12 86; E mail: fiieb@fiieb.be This e-mail address is being protected from spambots. You need JavaScript enabled to view it .

Britain

The British Soft Drinks Association (Tel: (+44) 207 430 0356; web: www.britishsoftdrinks.com) represents producers and manufacturers of soft drinks, fruit juices and bottled waters, involving lobbying of legislative and drinks safety bodies. The Scotch Whisky Association (Tel: (+44) 131 222 9200; web: www.scotch-whisky.org.uk) represents the interests of scotch in the public arena, at home and overseas, where a major concern is brand protection. The Gin and Vodka Association (Tel: (+44) 1722 415 892; web www.ginvodka.org) similarly promotes the interests of UK producers at home and overseas. Wine & Spirits Association (Tel: (+44) 20 7248 5377; web: www.wsa.org.uk) has a wider remit, especially regarding imports. The British Beer and Pub Association is the official body of UK pubs and brewers, campaigning on behalf of its members on issues like beer tax, health and safety issues (Tel: (+44) 207 627 9191; web: www.beerandpubs.com.) The Society of Independent Brewers (Tel: +44 1845 565 614; web: www.siba.co.uk) represents smaller independent brewers.

Eastern Europe

Czech Republic:

With 10 countries joining the European Union next May, the local drinks industry will doubtless make effective use of the pan-EU drinks associations. However, in the meantime national organisations remain strong. The main organisation is the Czech Beer and Malt Producers Association (Tel: (+42) 0 2 24 91 06 41, web: www.cspas.cz; e mail: cspas@volny.cz This e-mail address is being protected from spambots. You need JavaScript enabled to view it), which conducts media campaigns for the industry. The website has a good English version and an extensive producer database. There is also the Friends of Beer Association (Tel: (+42) 02 22 64 51 53; e mail: spppraha@seznam.cz This e-mail address is being protected from spambots. You need JavaScript enabled to view it), which represents the interests of smaller breweries and the Czech brewing tradition. Also useful is the Research Institute of Brewing and Malting (Tel: (+42) 0 2 24 91 53 84; web: www.beerresearch.cz), an independent facility which conducts scientific analysis and quality control of beer and researches new fermentation techniques. For soft drinks, the authority is the Union of Beverage Producers (Tel: (+42) 0 2 673 18 28; fax: (+42) 0-2 673 18 28).

Bulgaria:

Another key eastern European producing country. It is knocking on the EU's door for membership, but will not be admitted until at least 2006. The leading producer organisation is the Association of Wine Producers and Merchants of Wine and Alcoholic Drinks (Tel: (+35) 9288 4797; fax: (+35) 92987 0574), based in Sofia, which liaises with local producers with an international reach. Those seeking to develop contacts with the country's burgeoning beer industry should contact the Union of Bulgarian Brewers (Tel: (+35) 9 2986 5090; web: www.bia-bg.com/bia/branch/brewers.htm; e mail: ubb@i.n.net This e-mail address is being protected from spambots. You need JavaScript enabled to view it), a voluntary association of specialists in the brewing industry which represents brewers in dealings with central and regional government on tax, legislative and commercial issues. It also provides detailed reports on sales, general statistics and forecasts and has a good database of producers. Its soft drink counterpart is the Association of Soft Drink Producers (Tel: (+35) 9 2983 2422 or 2983 2687; fax: (+35) 9 2833 682; e-mail: bsda@techno-link.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it), based in Sofia.

Russia:

Even further from EU membership, if indeed it ever wants to join, the key association is the Russian Union of Beer and Soft Drink Producers (Tel (+7) 0 95 245 5001 or 7154; web: www.beer-union.com; e mail: info@beerunion.ru This e-mail address is being protected from spambots. You need JavaScript enabled to view it). This is a lobby group promoting the industry but also prides itself as being a watchdog against mediocre producers and misleading promotional material. It also monitors the environmental impact of drinks production and has a philanthropic wing, supporting healthcare and educational needs of members and families. It offers a weekly news monitor for producers and consumers of beer and other beverages, with news from breweries, as well as domestic and global beer markets, surveys and exhibition details. The website has recently been updated and has an excellent English version, with a comprehensive contacts list.

The other major resource is the National Association of Alcohol Producers (Tel: (+7) 0 95 239 3751; web: www.naa.cnt.ru), which represents the interests of manufacturers as well as consumers. Its English-language website provides comprehensive coverage of news and business developments but is occasionally a little shaky (it unfortunately translates the NAA as the Russian Alcoholic Association), though perfectly comprehensible. The association provides detailed background on the existing framework of legislation as well as regular updates on new legislation in the fast-changing Russian commercial sector. Also, the website has a detailed section with producer press releases and media interviews.

THE AMERICAS

Despite the growth of regional trading groups such as NAFTA in north America and MERCUSOR in south America, national drinks associations in the western hemisphere still easily carry the most clout. As usual in the Americas, it is the US economy that dominates and so its associations are of prime importance. The motor that is American demand is also reflected by the influence of its drinks retail and distribution associations.

United States

While, the American beverage sectors have individual associations, the beer, wine and spirits side of the sector hold a unified awareness of the country's three-tier system. In order to sell alcohol in the US, a producer must go through a middleman before dealing with a retailer. Southern Wine and Spirits (web: www.southernwine.com) and Glazer's Wholesale Distributors (web: www.glazers.com/) are two of the more powerful distributors. Key associations in this area of the business are the National Beer Wholesalers Association (NBWA), (web: <http://www.nbwa.org/public/login.aspx>) representing USA beer wholesalers and the Wine and Spirits Wholesalers of America, Inc. (WSWA), (web: <http://www.wswa.org/>), representing more than 500 wine and spirits wholesaler companies from 42 states. The ability of wholesalers to cut into potential producer profits irritates, but it's the lack of control over the restaurant or store the product goes to and how it's placed in that venue, that gets to the drinks-makers. "If you're a producer, you want to be able to talk to the people who put your product on the shelves," says Deutsche Bank's Eric Brook, head of beverage investment banking for the Americas. He says despite many in the industry seeing them as a throwback to post-prohibition-era protection, they are a powerful lobbying force in Washington and their future seems clear.

Nonetheless, wine producers, for example, are effectively represented by WineAmerica (web - www.americanwineries.org), formerly the American Vintners Association (1200 G Street, NW Suite 360 Washington, DC 20005; tel: (+1) 202-783-2756), with more than 700 members from 48 states and, more vocally, by the California wine-makers organisation, the Wine Institute (601 Thirteenth Street, N.W., Suite 580 South, Washington DC 20005; tel: (+1) 202 408 0870; web - www.wineinstitute.org). It has been particularly forward on issues such as direct shipping and indeed this has allowed the winemakers to tear down some of the three-tier system by getting individual states to lift restrictions on sending wine products through the mail, thus allowing producers to deal directly with clients.

The 12 members of the Distilled Spirits Council (1250 Eye Street, NW, Suite 400 Washington, D.C. 20005; tel: (+1) 202 628 3544; web: www.discus.org/) include rum-makers Bacardi USA, Allied Domecq - which produces Canadian Club and Courvoisier - and Brown-Forman, makers of Jack Daniels. Some of their key lobbying efforts centre around tax issues, such as the fact that more than half of the price that consumers spend on a typical bottle of distilled spirits is taken up by taxes.

The Beer Institute (122 C Street, NW, Suite 750, Washington, D.C. 20001; web: <http://www.beerinstitute.org/>) counts more than 200 members, which produce more than 90 per cent of the beer brewed in America. Their members, such as Coors and Anheuser-Busch, have been spending significant amounts of money on advertising campaigns and retail posterings to try and stem the country's underage drinking. That issue has also been part of the mission of the American Beverage Institute (web: www.abionline.org/) an association of restaurant operators that serve alcohol and has put funding into studies on alcohol consumption.

Unlike the alcoholic beverage sector, the National Juice Products Association (400 North Tampa Street, Suite 2300, P.O. Box 1531, Tampa, Florida 33601; Tel: (+1) 813 273 4330; web - www.njpa.com/) has a large inclusive base, which include everyone from extractors of fruit and vegetable juices to suppliers of beverage containers. That large tent gives them more strength when tackling wide-ranging issues such as safety standards.

The National Soft Drink Association (NSDA) (1101 16th Street, NW, Washington, DC 20036; Tel: (+1) 202 463 6732; web: www.nstda.org/), around for more than 75 years, has been on the defensive lately over the issue of soft drinks in schools. As soft-drink vending machine bans spread, the NSDA has been arguing that their products are not the root cause of growing childhood obesity; that exercise and other consumables are important factors to consider. But the soft drink and juice makers have all been keeping an eye on the bottled water sector, which Brook says has seen consistent double digit growth. The sectors have overlapped as many companies have acquired their own bottled water divisions and many are using fortification (adding other nutrients) as their buzzword. There is no national association of American bottled water companies but links to a list of 47 individual companies can be found at <http://www.bottledwaterweb.com/links.html>.

Another key US organisation is the National Association of Beverage Importers, (web: <http://www.nabi-inc.org/>) a national trade association that represents the interests of beer, wine, and spirit importers at state and federal levels.

Canada

All the Canadian associations related to the drinks industry co-operate with government agencies and consumer groups to establish policies and practices to best suit the industries and consumers. The Association of Canadian Distillers is national association for manufacturers and marketers of distilled spirits such as Canadian whisky, rum, vodka and coolers. The executive office is in Toronto (Tel: (+1) 416 626 0100; web: www.canadiandistillers.com). The Canadian Vintners Association, based in Ottawa is dedicated to the promotion of the country's wine sector. It represents large, medium and small wineries within Canada and abroad (Tel: (+1) 613 782 2283; web: www.canadianvintners.com).

Refreshments Canada, based in Toronto, represents the majority of non-alcoholic drinks makers and distributors in Canada. (Tel: (+1) 416 362 2424; web: www.softdrink.ca). The Brewers Association of Canada has represented brewing companies operating in Canada since 1943. Statistics, newsletters and market research are available on their very comprehensive website, (Tel: (+1) 613 232 9601; web: www.brewers.ca)

Latin America

Regional bodies

There are currently three pan-regional associations representing the beverages industry in Latin America. The biggest is the Asociacion Latinoamericana de Fabricantes de Cerveza (ALAFACE), (Tel: (+58) 212 239 2719 or 239 2891; fax: (+58) 212 239 1427; e mail: alaface@alaface.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.alaface.com), based in Caracas, Venezuela, which links the continent's beer brewers. The topics discussed at its Annual Convention held in Lima, Peru, in October 2002, highlighted its interests: The Latin American experience in developing beer; the moral values and the social responsibility of the brewing industry; the legal treatment of famous brands; international treaties; competition, mergers and dominant position law; tax system changes and its effect on the beer market.

There is also the Organizacion Latinoamericana De Fabricantes De Bebidas Alcoholicas (OLAFABA), (Tel: (+59) 8 9001941 or 42; fax: (+59) 8 9021739), which is based in Uruguay and which represents manufacturers of all alcoholic drinks. It shares telephone and fax lines with a third organisation, the Organizacion Latinoamericana Del Vino Y La Uva (OLAVU), which represents the wine industry.

The largest national associations are - unsurprisingly - in the most important Latin American drinks producing countries.

Argentina

The Bodegas De Argentina AC (e mail: info@bodegasdeargentinaac.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.bodegasdeargentina.org) is the main body for the Argentinian wine industry. Formed in August 2001, as a combination of two existing organisations - the Asociacion Vitivinicola Argentina (AVA) and the Centro de Bodegueros de Mendoza , Bodegas de Argentina represents grape and wine producers who account domestically for almost 40 per cent of the table wine market and nearly 80 per cent of the fine wine market as well as

for 80 per cent of current export activity.

Bodegas helps maintain quality standards, establishing prices and representing its member companies. Although Argentina has only recently begun exporting wine, the organisation participates in the periodic meetings of MERCOSUR.

Brazil

Brazil is the world's fourth biggest beer brewer so the most important drinks-related trade association is the Sindicato Nacional Da Industria Da Cerveja - SINDICERV (Tel: (+55) 11 30713478; fax: (+55) 11 31685830; web: www.sindicerv.com.br). Founded in 1948, SINDICERV represents companies accounting for approximately 90 per cent of the beer made in Brazil, which is distributed among 43 plants. These companies have a network of more than 1.5 thousand resellers serving approximately 1 million points-of-sale throughout the country. SINDICERV defends and represents the interests of its associates before the federal, state and municipal governments and civil society regarding packaging, public policies, beer advertising and any other issues that are within the scope of the breweries' activities. It also makes contact with investors, students and the public in general and maintains the statistics of the beer market in Brazil.

Chile

Chile's wine export drive in recent years has been spearheaded by the Asociacion De Productores De Vinos Finos De Exportacion - CHILEVID AG (Tel: (+56) 2 2329849 or 3359112, 3354623, and 3354624; fax: (+56) 2 2327743 or 2325949; e mail: info@chilevid.cl This e-mail address is being protected from spambots. You need JavaScript enabled to view it or chilevid@chilevid.cl This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.chilevid.cl). It originated in 1992 as the PROCHILE Export Committee, set up by six wine producers interested in exporting their produce. In October 1993 it became a legal body representing 12 enterprises. It currently consists of 42 member companies.

A larger body, also export-oriented but not exclusively so, is the Asociacion De Vinas De Chile, (Tel: (+56) 2 2036353; fax: (+56) 2 2036356; e mail: asociacion@vinasdechile.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it or info@vinasdechile.cl This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.vinasdechile.com). It brings together 45 wineries, which represent about 90 per cent of the domestic market and 90 per cent of bottled wine exports.

The Corporacion Chilena Del Vino AG (CCV), (Tel: (+56) 2 2170812; fax: (+56) 2 2157915; e mail: ccv@ccv.cl This e-mail address is being protected from spambots. You need JavaScript enabled to view it or comunicaciones@ccv.cl This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.ccv.cl) is a private, non-profit organisation which aims at improving the co-operation and competitiveness of wine enterprises at all levels of production. It represents the viticultural sector, in technical respects, in front of governmental and private institutions. It publishes a magazine, Vendimia, and organises courses and seminars and an annual meeting.

Mexico

The Consejo Regulador Del Tequila (CRT) (Tel: (+52) 36475136, or 36475905, and 36476148) is accredited by the Mexican Ministry of the Economy to perform verification and certification activities of the alcoholic drink tequila in accordance with the Mexican Official Standards (NOM). The regulations for the marketing of tequila in Mexico require that the product is thoroughly inspected and approved by the CRT. Exports of the spirit cannot be completed without obtaining an export certificate of authenticity of the spirit from the organization. The key Mexican beer industry association is Camara Nacional De La Industria De La Cerveza Y De La Malta (CANICERM), (Tel: (+52) 5 280 9850 or 5280 9911 and 5280 9124; fax: (+52) 5 280 0201; e mail: canicerm@prodigy.net.mx This e-mail address is being protected from spambots. You need JavaScript enabled to view it , or anfacer@mpsnet.com.mx This e-mail address is being protected from spambots. You need JavaScript enabled to view it , and 103.503.2521@compuserve.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it).

ASIA

National associations are key in this region with key emerging production and consumption markets, which will become increasingly important for exporters. In the meantime, economically-troubled but still-rich Japan still leads the way in terms of production quality.

Japan

The major umbrella group for the non-alcoholic sector is the Japan Soft Drinks Association (JSDA), (Tel: (+81) 3 3270 7300; fax: (+81) 3 3270 7306; web: www.j-sda.or.jp; e mail: info@j-sda.or.jp This e-mail address is being protected from spambots. You need JavaScript enabled to view it), which represents 190 producers and provides research analysis and statistical data relating to the industry. It produces a definitive annual statistics report and technical reports three times a year. Its website has an English-language version. There is also the Japan Sake Brewers Association (Tel: (+81) 3 3501 0101; fax: (+81) 3

3501 6018; web: www.japansake.or.jp; web: info@brewers.or.jp This e-mail address is being protected from spambots. You need JavaScript enabled to view it), which represents the country's 2,000 sake producers. Another point of reference is the Brewers Association of Japan (Tel: (+81) 3 3561 8386; fax: (+81) 3 3561-8380; web: www.brewers.or.jp/english/index.html; e mail: info@brewers.or.jp This e-mail address is being protected from spambots. You need JavaScript enabled to view it), a not-for-profit organisation, which has a wide number of objectives, including lobbying for reduction in taxes on the beer industry, health campaigns, research. It also acts as a contact for both producers and consumers.

China

China's major drinks associations - the China Alcoholic Drinks Industry Association (CADIA) covering beers, wines and spirits, and the China Soft Drinks Industry Association (CSDIA) covering everything from regular carbonated drinks to the more exotic products like vegetable protein drinks - have helped oversee the burgeoning development of the country's drinks industries during the past ten years and both are based in the capital, Beijing. Increasing affluence has seen drinking habits change significantly in the past two decades; beer, for example, has become a year-round rather than a summer-only tippie, while the arrival of international brands like Pepsi and Coke has spurred the launch of many locally produced soft drinks. Wine is seen as especially trendy, though often mixed with a sweetener like 7-Up!

CADIA and CSDIA liaise between the government and their members, (numbering 2,000 and 259 respectively), filling an important role in a country where private industry is still subjected to more stringent state controls than in much of the rest of the world. Both also play a part in laying down trade and product standards, promoting exports, introducing new technologies and providing consultation services and information for members.

- China Alcoholic Drinks Industry Association - Tel: (+86) 10 68575069, or 68574949, also 68396644; fax: (+86) 10 68575069 or 68523239; e mail: cadmia2@clii.com.cn This e-mail address is being protected from spambots. You need JavaScript enabled to view it

- China Soft Drinks Industry Association - Tel: (+86) 10 68031755; fax: +86 10 68031756; e mail: csdias2@clii.com.cn This e-mail address is being protected from spambots. You need JavaScript enabled to view it

SE Asia

Thailand: Its drinks sector does not have any umbrellas associations, a fact that, according to one analyst, reflects the huge political and economic power the major breweries already wield. Leading breweries also handle soft drink products and mineral water and deal direct with international distributors. They include Boon Rawd Brewery (Tel: (+66) 2 669 2050; web www.boonrawd.co.th), which sells beer (Singha and Leo), water and soda; Thai Amarit Brewery (Tel: (+66) 2 961 3540); and Beer Thai (Tel: (+66) 3 528 9333-47; e mail: info@beerthai.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it), which produces Chang beer and soda and mineral water. Further listings of alcoholic and soft beverage companies are listed on www.thaitrade.com under the exporters' directory link. Beverage companies can also be found at <http://www.tisi.go.th/19000/beverage.html>.

Singapore: The key point of reference here is the Food and Beverages Industry Group (Tel: (+65) 6826 3031), part of the Singapore Manufacturers' Federation (Tel: (+65) 6826 3000; e mail: hq@smafederation.org.sg This e-mail address is being protected from spambots. You need JavaScript enabled to view it), and which promotes drinks manufacturing and service industries at home and abroad through trade missions and fairs and organising networking meetings. Both provide contact details of Singapore-based companies. In Malaysia, all drinks producers belong to the Federation of Malaysian Manufacturers, rather than to an industry organisation. The federation website (www.fmm.org.my) has a comprehensive database of beverages companies.

AUSTRALASIA

Producer associations in Australasia have come to the fore of late, noticeably by assisting in making Australia and New Zealand leading world wine exporters. Australian wine exports in 2001-2002 in particular were valued at A\$2.1 billion (US\$1.48 billion), an increase of 19 per cent on the previous year. Producers have benefited from working in tandem with associations who have instilled in them the high standards of excellence expected by the global market. Producers have also been able to utilise associations' international contacts and expertise.

Australia

The Winemakers' Federation of Australia Incorporated (WFA) is the national peak body with voluntary membership representing more than 95 per cent of the wine produced in Australia. The WFA comments on a range of political, social, environmental, trade and technical issues. It also develops "policies and programmes to increase the net returns to Australian winemakers". Among its objectives are: enhancing market access through the removal of trade barriers, ensure international standards are set on the basis of sound science and not used as an impediment to trade, and maintain the integrity of the current multilateral trade agreements under the auspices of the World Trade Organisation. (Tel: (+ 61) 2 6239 8300; fax: (+61) 2 6260 7900; e mail: Tony.Battaglene@wfa.org.au This e-mail address is being protected from

spambots. You need JavaScript enabled to view it or Dominic Nolan - dominic@wfa.org.au This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.wfa.org.au).

Australian Wine and Brandy Corporation is the government authority responsible for the promotion and regulation of Australian wine and brandy and the provision of wine sector information. It tries to enhance the operating environment for the benefit of the entire Australian wine industry by issuing licences to export wine and export permits, approving Australian wine for export, providing global wine market intelligence (and information on the Australian wine sector), developing collaborative promotional activities for exporters in overseas wine markets, and facilitating improvements in market access for the international trade in wine. (Tel: (+61) 8 8228 2000; fax: (+61) 8 8228 2022; e mail: awbc@awbc.com.au This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.awbc.com.au).

Also useful is Wine Australia, a web-based one-stop shop for links to Australian wine industry associations. Web: www.wineaustralia.com.

The Australian Associate Brewers Inc (AAB) is the national industry association of Australia's brewing industry. (Tel: (+61) 2 6295 7199; e mail: ausbrew@aab.org.au This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: under construction at www.aab.org.au. The two beer giants, Lion Nathan and Carlton and United are both members, as are a number of smaller brewers.

There is also an Australian Soft Drinks Association Ltd (ASDA) (Tel: (+61) 2 9283 9666; fax: (+61) 2 9283 9655; web: www.softdrink.org.au).

New Zealand

New Zealand Winegrowers represents, promotes and researches the international interests of the NZ wine industry. Its objectives include highlighting the brand of NZ wine overseas, as well as research, collection and dissemination of information to its members, and representations to the government on important industry issues such as bio-security, education, health and safety, and resource management. It is a joint initiative of the New Zealand Grape Growers Council, representing the interests of New Zealand's independent grape growers, and the Wine Institute of New Zealand, representing New Zealand wineries.

(Tel: (+64) 9 303 3527; fax: (+64) 9 302 2969; e mail: info@winz.org.nz This e-mail address is being protected from spambots. You need JavaScript enabled to view it ; web: www.nzwine.com).

Regional associations

There is also a bottled water organisation linking both Australia and New Zealand:

Australasian Bottled Water Institute Inc (ABWI) (web - www.bottledwater.org.au).

SOUTH AFRICA

The South African liquor industry is currently in state of flux as the various industry bodes await the final outcome of the proposed new liquor legislation. The original intention of a new Liquor Bill was to create a three-tier system in the industry, which would prohibit manufacturers from becoming distributors and retailers. However, a revised draft allows manufactures to apply for distribution licences while the authority to licence retail liquor outlets has been given to the respective South African provinces.

Wines of South Africa (WOSA) is a non-profit and independent organisation concentrating on the development of export markets for South African wines. Over the past year the organisation has been active in growing UK sales of SA wines by roughly 27 per cent, increasing the market share to 9.5 per cent and achieved a top four brand in the form of Kumala. Tel: (+27) 21 883 3860; fax: (+27) 21 883 3861; web: www.wosa.co.za).

There have been problems this year involving the strengthening of the South African rand, Su Birch, chief executive of WOSA said that the window of opportunity for South African wines overseas had closed. "The high quality constraints placed on exports by the South African Wine and Spirits Board (e mail: hugo@nietvoor.agric.za This e-mail address is being protected from spambots. You need JavaScript enabled to view it , oralicia@nietvoor.agric.za This e-mail address is being protected from spambots. You need JavaScript enabled to view it) for export approval together with increased operating and shipping costs makes it expensive to enter into the lower end of the UK or European markets," she said.

Chris Keet, chairman of the Cape Winemakers Guild, said that it was inevitable that the strong rand would affect prices. "We continue to chip away at our foreign markets by promoting guild wines at various international tasting events, which we believe contributes to improving the image of SA wines abroad in general."

The guild focuses on the promotion of South African wines through a commitment to the production of export quality wines

made available via a number of wine auctions held in the Western Cape, which usually attract a strong foreign interest. (Tel: (+27) 21 883 8625; fax: (+27) 21 883 8626; e mail: info@capewinemakersguild.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it).

An industry sponsored body the Association for Responsible Alcohol Use (ARA) recently launched a series of television commercials aimed at discouraging underage drinking. (Web: www.wosa.co.za) Other South African drinks industry bodies include the

Chenin Blanc Association, (Tel (+27) 21 424 6883; fax: (+27) 21 426 1967; e mail: avdwalt@inds.co.za This e-mail address is being protected from spambots. You need JavaScript enabled to view it), the Shiraz Association (e mail: jb.cellar@lamotte.co.za This e-mail address is being protected from spambots. You need JavaScript enabled to view it), and the South Africa Port Producers' Association (SAPPA) (e mail: tony@axehill.co.za This e-mail address is being protected from spambots. You need JavaScript enabled to view it).

CARIBBEAN

Due to the relatively small number of drink producers per island in this region, the two existing regional associations accommodate most companies. Some beer brands such as Carib are licensed in several islands although all rum brands have strong national identities.

The Caribbean Breweries Association (CBA) was formed five years ago as a non-profit organisation registered in Barbados to advance and give support to CARICOM and CARIFORUM member breweries. Past achievements have included a regional consensus of standardising labelling of beer bottles. These are currently being legislated in respective countries. Other aspects being looked at are standardising packaging, bottles, centralising raw materials and supply services and anti-dumping laws.

Internationally they are concerned with lobbying regional governments over issues such as trade agreements, extra-regional products and imports. It is concerned with the negotiations to reduce import duties (currently between 60 per cent - 100 per cent) to improve market access for multi-national brewers. It is interested in promoting competitive incentives such as licensing and franchising. (Tel: Norris Charles (+1) 868 662 2231)

Meanwhile, the West Indies Rum and Spirit Producers Association Inc. (WIRSPA) was founded in the late 1960s and is an association of national associations of rum producers in the Caribbean. Its object is to promote and protect the interests of members concerned in the distillation, export and/or marketing of rum and locally produced spirits. Its members include the national rum associations of Surinam, Guyana, Trinidad and Tobago, Barbados, St. Lucia, Antigua and Barbuda, the Dominican Republic, Jamaica and the Bahamas. WIRSPA confers with non-Caribbean rum and other spirit producers and has a joint accord with spirits makers in France's Martinique and Guadeloupe. It works closely with the CARICOM Secretariat, the Caribbean Regional Negotiating Machinery, CARIFORUM and Caribbean Governments to ensure that the industry's views are fully taken into account in the Caribbean, in negotiations in Europe, within the Americas and at the WTO. (Tel: (+1) 246 228 8033; fax: (+1) 246 228 9003; e mail: vaughn.renwick@wirspa.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it). Another useful contact is the Caribbean Export Development Agency, (Tel: (+1) 246 436 0578; fax: (+1) 246 436 9999; web: www.carib-export.com).

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