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## Whisky director elected to leading European spirits role

European spirits producers have elected Campbell Evans, Director of Government & Consumer Affairs of The Scotch Whisky Association (SWA), as a Vice-President of the Brussels trade body, the European Spirits Organisation - CEPS.

The European Spirits Organisation - CEPS is the umbrella body for EU spirits producers, with members from 38 national associations and a group of leading distillers, representing the industry in 29 countries. Through the organisation, the SWA works alongside the likes of Cognac, Vodka, Gin, Ouzo and Rum producers to promote responsible alcohol consumption and to secure fair trading conditions within the EU and internationally.

Speaking from Brussels following his election as the Vice President representing the industry's national trade associations, Campbell Evans said:

"The European spirits industry is one of the EU's success stories and leads the way globally. It is crucial to the EU economy making quality products enjoyed by consumers around the world.

"The European Spirits Organisation - CEPS is a strong and effective voice for the industry in Brussels. Working together, European distillers are taking a leading role in promoting responsible attitudes to alcohol and tackling trade barriers which restrict EU spirits from fair market access internationally. I look forward to working with colleagues to maintain and build on the good work to date."

Campbell will work alongside the President of the European Spirits Organisation - CEPS, Philippe Mouton (Pernod Ricard), and Vice-President Alan Butler (Diageo).

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Note to Editors:

The EU is the leading exporter worldwide of spirit drinks. The annual value of EU spirits exports is €5.4bn.

Spirit drinks make a positive net contribution of €4.5bn to the EU's balance of trade, representing some 10% of total EU food and drink exports.

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