

# NEWS RELEASE

DISCUS is the trade association representing producers and marketers of distilled spirits sold in the United States.

Website: <http://www.distilledspirits.org>

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## **Distilled Spirits Industry Issues Eighth Public Report On Advertising and Marketing Complaints**

WASHINGTON, DC – The Distilled Spirits Council (DISCUS) today issued its eighth Semi-Annual Code Report detailing complaints involving 12 alcohol advertisements, actions taken by the industry’s internal review board and the response by each advertiser.

The Report covers Code Review Board actions for the period of January 1, 2008 through June 30, 2008. Of the complaints received, in eight instances the Code Review Board found violations. During this reporting period, there were five cases in which non-members did not take responsive action to revise or withdraw the ad found in violation.

“Our members continue to have 100 percent compliance with the Code Review Board decisions, however, during this reporting period there were some non-members that did not take responsive action,” said Distilled Spirits Council President Peter Cressy.

“We take great pride in our record of self-regulation. While these noncompliant advertisements represent a fraction of total advertisements in the marketplace, they give the entire industry a black eye and we continue to urge these companies in the strongest terms to revise or withdraw these ads.”

The companies that did not revise or withdraw their ads based on the findings of the Code Review Board are: Cracovia Brands, Inc. (Sniper Vodka); Cooper Spirits International, LLC (St-Germain Delice De Sureau); Mexcor Distributors (Hijos de Villa Tequila); and ABB Partners, LLC (Cabana Cachaça).

### **Background**

The DISCUS 70-year-old *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing* provides for a Code Review Board, comprised of senior member company representatives, that is charged with reviewing complaints about advertising and marketing materials in the marketplace. Additionally, the Code has an advisory board made up of outside independent experts from academia, government and broadcasting.

The distilled spirits industry’s approach to self-regulation, pointed to as a model for other industries by the Federal Trade Commission, has been commended on numerous occasions by regulators, industry watchdogs and the media. The Semi-Annual Code

Report was the recipient of PR News Corporate Social Responsibility award for best Business Ethics Communications, and was a finalist for Best Corporate Social Responsibility Program for the American Business Awards<sup>SM</sup>.

To view the DISCUS *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing*, go to: [www.discus.org/responsibility/code.asp](http://www.discus.org/responsibility/code.asp).