



Pacific Institute

FOR RESEARCH AND EVALUATION

Response to
Semi-Annual Code Report
Distilled Spirits Council of the United States
March, 2005

“The inaugural DISCUS Code Report contributes to building public trust in the integrity of alcohol industry self-regulation. Clearly, additional proactive steps will help encourage expanded public participation in the complaint process and achieve 100% company compliance. DISCUS is to be congratulated for recognizing the need for public disclosure of its process for handling complaints regarding violations of its voluntary advertising code and the findings of its review panel.”

Robert I. Reynolds
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