

# Press Release

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12 November 2019



## IWSR Joins Distilled Spirits Council of the United States *New Partnership Supports Unified Voice for U.S. Spirits Industry*

**New York and Washington** – IWSR Drinks Market Analysis, the leading source of data and intelligence on the global beverage alcohol industry, has joined the Washington, DC-based Distilled Spirits Council of the United States (DISCUS) as a partner member.

DISCUS is the U.S. spirits industry's top advocate in Washington and state capitals. The new partnership alignment will allow both organizations to share resources, expertise, and advocacy on critical matters that impact the spirits industry.

“As trusted experts on global beverage alcohol data and analysis, IWSR has proudly enjoyed a long relationship with many DISCUS members. It’s a natural fit to partner together to further our mutual goals of providing insight and support for future growth of the spirits industry in the U.S., arguably one of the world’s most important markets for beverage alcohol,” says Brandy Rand, COO of the Americas at IWSR Drinks Market Analysis.

IWSR works with numerous local and international trade organizations across the world to help affect beverage alcohol policy issues, including fighting harmful tariff and regulatory barriers, promoting responsible consumption, and forecasting trends and threats that will impact the industry.

“We’re honored that IWSR has joined as a partner member,” adds Chris Swonger, President and CEO of the Distilled Spirits Council of the United States. “Participation and support from industry experts like IWSR make DISCUS stronger and more effective in advancing policies that will help shape tomorrow’s spirits marketplace.”

As a DISCUS partner, IWSR’s Brandy Rand will also present at the DISCUS Inaugural Conference “Forging a Modern Distilled Spirits Marketplace” that will bring together America’s spirits industry leaders in February in Louisville, Kentucky.

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### **About the IWSR**

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR’s database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR’s unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the ‘why’ behind the numbers. For more information, please visit [www.theiwsr.com](http://www.theiwsr.com).

### **About the Distilled Spirits Council of the United States**

The Distilled Spirits Council of the United States (DISCUS) is the leading voice and advocate for the U.S. spirits industry. To learn more, visit [www.distilledspirits.org](http://www.distilledspirits.org).