



**DISTILLERS
SOUTH
AUSTRALIA**

MEDIA RELEASE – for immediate release

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SOUTH AUSTRALIA’S SPIRIT SECTOR TOASTS A NAME CHANGE...

[Adelaide, South Australia]

Distillers South Australia, formerly known as the South Australian Spirit Producers Association (SASPA), is pleased to announce a significant milestone in its evolution as it undergoes a rebranding effort. Effective immediately, the organisation will be known as Distillers South Australia.

The decision to change the name was driven by the desire to create a more accessible and easily recognisable brand identity and was made after careful consideration of feedback from our dedicated spirits consumers and trade partners.

The new name carries a broader appeal and eliminates the need for acronyms, ensuring clear and concise communication with stakeholders. It also aligns with the national body, Australian Distillers.

The rebranding reflects Distillers South Australia’s commitment to working collaboratively to grow domestic and international market opportunities for South Australia spirits. It provides an opportunity to share South Australia’s unique distiller stories highlighting our regions, distillers, and of course South Australian spirits, and solidifies our position as a leading organisation, dedicated to best practise and the continued growth and success of the South Australian distilling sector.

Distillers South Australia

ali.lockwood@distillerssa.org.au

M: 0418 818 827 E: ali.lockwood@distillerssa.org.au

"This rebranding initiative is a significant step forward for our organisation," said George Georgiadis, President of Distillers South Australia. "We believe that adopting the name Distillers South Australia will reinforce our commitment to excellence, enhance our brand recognition, and facilitate stronger partnerships within the industry. We are confident that this change will be well received by our valued spirits consumers, as well as by the global trade and media communities."

The transition to Distillers South Australia will not impact the organisation's core mission, which remains focused on promoting, supporting, and advocating for spirits producers from across South Australia. Through its various initiatives, Distillers South Australia will continue to champion excellence in distilling, promote responsible consumption, and provide valuable resources and networking opportunities for its members.

As Distillers South Australia embarks on this exciting new chapter, the organisation remains committed to delivering exceptional value and support to its members and the broader spirits industry. Stakeholders can expect a seamless transition, with all existing programs and services continuing uninterrupted under the new name.

For more information about Distillers South Australia, please visit www.distillerssa.org.au.

About Distillers South Australia

Distillers South Australia (formerly the South Australian Spirit Producers Association - SASPA) is a leading industry organisation representing spirits producers in South Australia. Committed to fostering growth, collaboration, and excellence, Distillers South Australia provides valuable resources, advocacy, and networking opportunities to its members. For more information, visit www.distillerssa.org.au

Media Contact:

Ali Lockwood

Executive Officer, Distillers South Australia

Mobile: 0418 818 827

Email: ali.lockwood@distillerssa.org.au