

# wsta

speaking for the wine and spirit trade

## The Wine and Spirit Trade Association

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Our Vision, Your Voice





“If you are working on something that you really care about, you don’t have to be pushed. The vision pulls you.”

*Steve Jobs*



At the end of last year, the WSTA turned to its members for their views on what we do and how we do it.

In a review covering all aspects of the WSTA remit – including communications, technical and regulatory support, data, committees, events and Brexit (we could go on) - members were able to tell us what worked and what could be improved.

I am pleased to report that the feedback was positive and that our members value and rely on our services to keep their businesses ticking over.

However, I am also delighted to have received comments, suggestions and ideas about how and what the WSTA can do for its members.

In short, we asked, you told us, and we've acted. "Our Vision, Your Voice" takes you through the WSTA's role, aims and priorities. It also offers some specific examples of what we are doing, for whom and how.

The review identified challenges and opportunities, which will be tackled and exploited in equal measure to make sure our members receive the very best support we can provide.

The WSTA now offers more services and covers a bigger brief than ever before. It's time to take this up a level and here's how...



**Miles Beale**  
Chief Executive, WSTA

# Introduction

**“By failing to prepare, you are preparing to fail.”**

*Benjamin Franklin*

The UK has been at the heart of the world's wine and spirit trade since the 12th century when Henry II had the bright idea of having the French send us their wine. British spirits have come a long way since William Hogarth's Gin Lane etching in 1751. There are now a record breaking number of UK distillers producing carefully crafted spirit drinks which are sought after worldwide. The UK is the world's largest exporter of spirits, and the world's second largest importer of wine by both volume and value, but faces a unique and unprecedented set of challenges. The WSTA, the UK's largest trade association representing the alcoholic drinks sector, is proud not only to speak for our members but to also to work tirelessly to ensure that their voice is heard.

The WSTA leads the pack when it comes to preparing members for Brexit. Representing both importers and exporters, WSTA is uniquely equipped to help the Government understand fully the consequences of leaving the EU, and its impact on the UK's wine and spirit trade. Once the UK has agreed when and how to leave the EU, the focus will shift to enabling our members to exploit post-Brexit opportunities and helping them weather short-term disruptions. There is also the constant pressure of regulatory change in a dynamic global trading environment, as well as the need to keep pace with consumer demand for new and innovative products.

The WSTA's role is to provide 'calm in a storm', offering clarity and certainty, making the industry's voice heard; to help shape government policy and provide advice and guidance to members to support them to trade, grow and create jobs.

“Our Vision, Your Voice” sets out how the WSTA will focus its resources to advise on navigating the risks and harnessing the opportunities for businesses within its membership.

**Our Mission:** To speak for the UK wine and spirit trade and to use that voice to create an environment in which wine and spirit businesses can thrive.

## Our aims and priorities

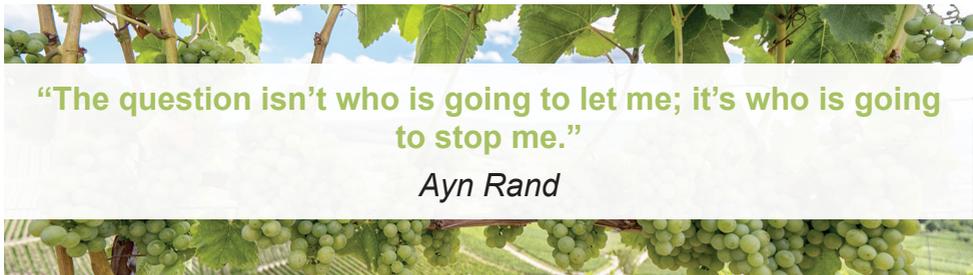
We work for our members to ensure their businesses are:

- appropriately regulated & taxed
- internationally focused; and
- responsible.

To fulfil our aims and ambitions our priorities will be working to:

- Achieve the best position possible for the industry out of Brexit
- Prevent future rises in alcohol duty and the continued creep of unwelcome regulation
- Raise the profile and improve further the overall reputation of the industry by being a reliable partner to government, Parliament and the media; and responsive to members' needs

While these issues are of core focus, *Our Vision, Your Voice* also reflects a whole range of other issues, big and small, which the WSTA will address for our members.



**“The question isn’t who is going to let me; it’s who is going to stop me.”**

*Ayn Rand*

# Our Members

The Wine and Spirit Trade Association is the largest trade body representing the alcoholic drinks sector in the UK. Our 300+ members fall into three broad categories around which we structure our activities:



## Wine and spirit importers

The UK is the world's second largest importer of wine by both volume and value, and our members represent some of the largest wine producers in the world, UK agents and specialist importers. Our spirits members are responsible for importing some of the world's most iconic brands, including bourbons, whiskies, rums and aperitifs and liqueurs.



Hattingley Valley

## Domestic producers

WSTA members are at the forefront of driving the resurgence of gin production in the UK and we are also proud to represent the largest English wine producers. Our members also include English and Welsh whisky producers and producers of both ready-to drink wine and spirit-based drinks and low-and-no alcohol drinks too.



## UK supply chain

The WSTA is unique in representing all stages of the supply chain from glass manufacturers, bottlers, warehouses, wholesalers, logistics companies, distance sellers and retailers. Our members bottle, store, ship and sell the equivalent of 2bn bottles of wine and spirits a year in the UK and export some £1.2bn worth of wine and gin each year.

A close-up photograph of a hand garnishing a beer. The hand is holding a small, light-colored flower and is about to place it on top of a glass of beer. The beer is served in a tall, elegant glass with a thick head of foam. The glass is on a black tray with yellow lettering that reads "BEIRA" and "LICO". There are several other glasses of beer on the tray, and the background is blurred, suggesting a bar or restaurant setting.

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success”

*Pablo Picasso*

# Our Aim: an appropriately and proportionately regulated and taxed industry

The UK's wine and spirit industry is one of the most heavily regulated and taxed in the world. Our members accept the need for fit-for-purpose regulation, which protects both consumers and businesses alike; yet, despite the economic importance of the sector to the UK economy, over-burdensome and inappropriate regulation and high, increasing taxation remain a constant threat. The WSTA will work to ensure that our members are fairly and proportionately regulated and taxed.

Regulation and tax affects the environment in which all members operate:

- Current Government plans are to raise wine and spirits duty each year until 2022
- On top of this the Government and devolved administrations are under continued pressure to further regulate alcohol through licensing, advertising restrictions and other interventions
- But it's not all doom and gloom, there are opportunities too. Leaving the EU opens the way to revise and improve existing regulation which stifles business while still ensuring consumer safety is maintained and enhanced

## How we will achieve this

- An annual Budget effort, coordinating members and working with others to focus on reducing the UK's high wine and spirits duty levels
- Being at the heart of informing the Government's decision making on policy and regulation that affects the industry, in particular influencing policy decisions around customs, logistics and movements as the UK moves to post-Brexit arrangements
- Developing strong relationships with key Government departments and devolved administrations, backed up by well-evidenced policy to promote self-regulation and partnership

## Of particular concern to wine and spirit importers

- Excise duty - reducing increases for all categories
- Ensuring provision of information to consumers reflects 21st century

## Of concern to domestic producers

- Availability of plant protection products
- Low-and-no alcohol descriptors - protecting existing categories of spirits, gin, whisky etc, while encouraging innovation and development of low-and-no alcohol products

## For the supply chain

- Tackling fraud - ensuring legislation protects consumers and legitimate businesses
- Supporting the high street - reducing business rates

**“Believe you can and you’re halfway there.”**

*Theodore Roosevelt*

# Our Aim: an internationally focused industry

Brexit provides threats as well as opportunities for the industry. Maintaining historic trade flows is a 'must', but there is also the opportunity for the UK to form new or improved relationships with trading partners across the globe. The WSTA will therefore ensure it is internationally focused and continues to promote the UK's vital role as global hub for wine and spirits. To realise the UK's potential, the WSTA will continue to work closely with the UK Government as well as the World Wine Trade Group, FIVS and European bodies, Comite Vins, spiritsEUROPE and EFWSID.

## How we will achieve this

- Work closely with key Government departments to promote the industry's priorities as part of the Brexit negotiations, acting as a conduit for members
- Identify target markets for Free Trade Agreements (FTAs), develop a model wine and spirits agreement and promote UK membership of the World Wine Trade Group
- Host promotional events in target cities around the world to showcase the industry and promote UK wine and spirit tourism through gin and English wine trails
- Work with international organisations to deliver these aims (e.g. the WTO, the World Wine Trade Group, Comite Vins, spiritsEUROPE)

## Of particular concern to wine and spirit importers

- Post-Brexit - avoiding the introduction of tariffs on wine from the EU and eliminating tariffs on all non-EU wine imports
- Developing a global trade policy, recognising the value of imports as well as exports to the UK economy
- Post-Brexit ensuring import certification requirements are fit for purpose e.g. by not requiring unnecessary testing
- Agreeing FTAs with our major trading partners

## For domestic producers

- Increasing government support for opening and developing new export markets with particular support for small and medium sized businesses looking to build their export activities
- Enhancing the reputation and awareness of English wine and UK spirits exports to meet ambitious export targets and promoting UK vineyards and distilleries as a tourist destination
- Continuing to work with government to breakdown tariff and non-tariff barriers in export markets
- Ensuring UK voice is heard on international stage
- Completing conversion of EU FTAs to bilateral agreements

## For the supply chain

- Ensuring movement of goods into and out of the UK continues as freely as possible
- Effective rolling out of new computerised export system (CDS)
- Ensuring the UK continues to be seen as a great place to invest

# Our Aim: a responsible industry - economically, environmentally and socially sustainable

## Economic responsibility

The WSTA has long been working for its members to create an environment which fosters economic growth. Looking to the future the WSTA will continue to work for a stable, secure environment for businesses to operate and also to support development-oriented policies that support productive activities, job creation, entrepreneurship, creativity and innovation and encourage the growth of micro and SMEs.

For all WSTA members this means ensuring that the wine and spirit sector continues to attract a skilled and diverse workforce and is wholly committed to the training and development needs of that workforce.

## Social Sustainability

UK wine and spirit businesses across all categories of WSTA membership have a strong record of promoting socially responsible consumption and retail of alcohol and of working with the Government to develop self-regulatory solutions. The WSTA will ensure that the industry continues to lead in this respect, that WSTA members are engaged in and support social responsibility initiatives and that industry self-regulation is effective and best in class.

Across WSTA members we will:

- manage the Retail of Alcohol Standards Group
- Promote existing schemes such as Community Alcohol Partnerships and undertake further responsible retailing projects
- Work in partnership with governments to develop future alcohol strategies

## Of particular concern to wine and spirit importers

- Maintain the UK's competitive position as a key hub for European import and distribution
- Ensure that the economic and environmental value to the UK economy of imported wine and spirits is fully recognised by government

## For domestic producers

- Ensuring that environmental benefits of vineyards, winemaking, localised grain production and organic status are recognised and encouraged by government as it develops its post-EU agriculture policy
- Advocating for sustainable UK produce both at home and abroad

## For the supply chain

- Ensuring UK remains centre for bottling operations
- Ensuring future packaging legislation is proportionate, evidence based and fit for purpose

## Environmental Sustainability

We aim to keep our members abreast of EU and UK policy initiatives and feedback to inform policy decision making, share best practice from across the industry and act as a hub for members to promote sustainable growth.

Waste packaging is a particular concern to industry, consumers and governments. Over the last decade our sector has made enormous strides to reduce both packaging and carbon dioxide equivalent emissions - most notably by designing and introducing lightweight bottles, improving recycling and reducing waste, investing in generating renewable energy, and implementing innovative transportation techniques.

### Of particular concern to wine and spirit importers

- Ensuring fair treatment for all in the production and export of wine and spirits
- Respecting rules and auditing supply chain to ensure modern slavery rules are respected and that adequate training is in place for all

### For domestic producers

- Ensuring businesses, particularly micro and SMEs, operate in an environment which encourages growth and innovation while engaging positively with local communities

### For the supply chain

- Due diligence checks and balances are undertaken up to and including the point of retail where alcohol is sold responsibly
- From age verification at the point of retail, through the responsible advertising and promotion of products to the checks on suppliers and wholesale customers

## Deposit Return Scheme

We continue to work with government and the devolved administrations to ensure policy is informed, measured and workable. Plans to introduce a deposit return scheme (DRS) for glass would significantly impact our sector and retailers, drastically impact those on lower incomes, increase emissions and decrease consumer choice - with little environmental gain. It is important to note opposition to DRS is not about saving money – as all producers will be expected to pick up the full cost of recycling under new producer responsibility legislation. There is simply not the evidence to support its introduction:

- The UK already exceeds recycling targets for glass and could improve on these, not by introducing a costly DRS, but with higher targets and an improved system of kerbside collections.
- Glass cannot be compressed safely like plastic and will be cumbersome for consumers to return.
- Producers may be encouraged to substitute glass bottles for plastic as it will be easier for consumers to return, lighter and have the same deposit fee. Glass is inert, and 100% recyclable, and made from natural materials - while plastic creates plastic pollution and micro/nano plastic particles. Any substitution of glass for plastic, as a result of DRS, would be regressive.
- A DRS is not egalitarian. According to WRAP, higher deprivation is associated with lower recycling rates. The DRS with glass will be disproportionately funded by poorer households that are unable to redeem their deposits.

The WSTA *Wine & Spirits Environmental Best Practice* booklet, first released in September 2019, can be found here -

[www.wsta.co.uk/regulation/environment-and-sustainability/](http://www.wsta.co.uk/regulation/environment-and-sustainability/)

## Our voice

### FINANCIAL TIMES

## UK wine sellers find themselves squeezed on all sides

Despite selling nearly 1.1bn bottles of sparkling and still wine worth £6.6bn last year, according to Wine and Spirits Trade Association data, wine shops, supermarkets and off licences face tough market conditions. Miles Beale, chief executive of the Wine and Spirit Trade Association, said online was an area where wine retailers had been pioneers. "Companies like the Wine Society, Virgin Wines and Laithwaite's have proved it is an extremely successful model and naturally others will follow," he said.

## POLITICO

## UK wine traders face Brexit paperwork explosion

Extra forms and lab tests would drive up costs for importers and wine drinkers if there is no Brexit deal.

By EMMET LIVINGSTONE | 2/28/19, 3:30 PM CET | Updated 4/19/19, 1:15 AM CET

Britain's [Wine and Spirit Trade Association](#), which represents traders, estimates that such a scenario would mean an extra 500,000 VI-1 forms per year for wines coming from Europe. And British wine producers would have to fill out some 150,000 forms per year when selling into Europe: Their exports [were worth](#) some £189 million in 2016, according to the WSTA.

### THE TIMES

## Gin in the pink after record year

The hot summer, World Cup fever and demand for new flavours combined to create a potent cocktail for the gin trade, driving another record year.

According to a report from the Wine and Spirit Trade Association, which uses figures from Nielsen and CGA, UK sales of gin over the past year jumped by 53 per cent from £1.26 billion last year to £1.93 billion — a leap from £732 million in 2013.

## Communication

Communicating to members and promoting the wine and spirit trade.

The WSTA does not rely on an agency to gain media coverage. We are proud of the column inches our in-house team achieves covering a range of topics from gin, English wine, imports and trade, Brexit and beyond.

Our Communication Team strives to do much more than spread the word via the press. It is just as important to ensure our members are kept up to speed with everything we do and offer. As well as keeping a daily presence on Twitter, the WSTA blogs on LinkedIn, and now has a new website and publishes a monthly newsletter.

One important piece of feedback from the review was the WSTA does great things and needs to shout more loudly about its achievements so that members and future members can see the benefits. If you have any ideas, please get in touch with us via Twitter (@wstauk) or LinkedIn.



# Our license to operate

## Advice

As a highly regulated industry, compliance and due diligence are key factors in maintaining operations. The WSTA gives wide-ranging advice about their operating environment, including holding and movements, labelling and licensing. We also have a Primary Authority relationship with Salford City Council, which ensures that regulators have a source of consistent advice that can be applied by Trading Standards officers throughout England.

For more complex problems, the WSTA can help members access independent legal advice and, crucially, help frame the questions they need answered. For example, we support fine wine businesses in areas of policy, compliance, fraud prevention and anti-money laundering.

The WSTA publishes draft model policies on topics such as due diligence, Modern Slavery and anti-money laundering measures. We offer industry-wide seminars, as well as confidential individual support.



## Technical

The most well attended, and one of the most active, of the WSTA working groups is the Wine and Spirit Technical Committee. The Committee considers and discusses a wide range of technical issues impacting both the wine and spirits trade right through the supply chain, from the raw materials growing in the field to the finished product in the glass.

As well as being a forum where members can discuss often complex and sensitive technical issues, the Committee has also developed a range of practical guidance and advice for members on topics ranging from the application of oenological products, guidance on the packaging and handling of sparkling wines, to best practice guidelines on key labelling particulars.

The Committee serves as the route through which the WSTA can keep members aware of the changes in the legislation around technical and scientific issues which may impact them, for example permitted plant protection products, approved production techniques and labelling requirements as well as evolving certification requirements.

Recently the WSTA has also sought to support the continued professional development of its technical members by organising a range of external speakers to update the Committee on novel techniques or current topics of interest.

# Our license to operate

## Events & Committees

WSTA summits, events and committees provide invaluable opportunities for colleagues from across the industry to develop policy and share best practice.

Our Annual event – the WSTA Industry Summit - is our largest and most well attended. We know our industry is always facing challenges as well as new opportunities. Working within our industry, time can be limited and sometimes our members are too busy to find time for the “big-picture thinking” they need to develop their businesses.

At the WSTA Industry Summit, we provide that platform – an opportunity for business leaders to come together for a short, focused afternoon, to discuss key industry topics of the future; and find the “blue-sky thinking” and inspiration space they need.

Our yearly events programme is always changing and we constantly seek feedback from attendees to make sure we bring our members events that are ‘fit for purpose’ - timely, relevant, and of interest to our members. Events range from policy briefings, educational seminars, breakfast briefings, panel sessions and, of course, the Industry Summit.

Our committees provide an opportunity for members to come together to share best practice, category requirements and emerging issues - and offer a great opportunity for members to network with peers from across the industry.



# Our Team



**Miles Beale** ...the Boss  
Chief Executive

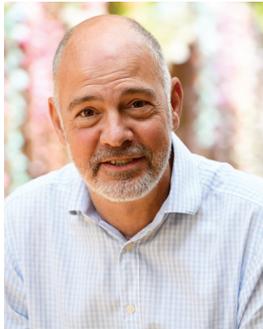
The buck stops with Miles. He is in charge of keeping members happy and telling the world why the UK wine and spirits industry is totally ace.

Point of contact for:

Other big cheeses (aka the WSTA Executive Board), CSR

[miles@wsta.co.uk](mailto:miles@wsta.co.uk) / 0207 089 3878

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**Simon Stannard**  
...Mr Know it all (but in a good way)  
European & international Affairs Director

Simon honed his diplomatic skills in Brussels while working as an EU negotiator. He left before Brexit became a thing. But his knowledge of the workings of the EU and beyond make him our not so secret weapon.

Point of contact for: Brexit, Wine Importers, and the rest

[simon@wsta.co.uk](mailto:simon@wsta.co.uk) / 020 7089 3855

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**Lucy Panton** ...the Hack  
Director of Communication

Brings with her the good stuff that a career in Fleet Street instils and some of the fun stuff which makes people stop and listen to what the WSTA have to say.

Point of contact for: Media, Sector Promotion, Campaigns

[lucy@wsta.co.uk](mailto:lucy@wsta.co.uk) / 0207 089 3875



**David Richardson** ...the Sheriff, he likes rules  
Regulatory & Commercial Affairs Director

In a past life he was Perry Mason of the HM Customs and Excise world. An enforcer of policy and regulations. He's the WSTA bod to go to on how to comply with the rules and let's face it, a raft of other stuff.

Point of contact for: HMRC, Logistics, Fraud

[david@wsta.co.uk](mailto:david@wsta.co.uk) / 0207 089 3852

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**Gemma Keyes** ...the diamond in the rough  
Director of Operations

Don't be deceived by her mild approachable manner if you put a foot out of line she will HR the hell out of you (can I still say that). Gem looks after the WSTA coffers and keeps everyone in order.

Point of contact for: Operations, Finance, HR

[gemma@wsta.co.uk](mailto:gemma@wsta.co.uk) / 0207 089 3883

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**"Trust it, use it, prove it, groove it  
We'll show you how good we are"**

*Inspired by the Spice Girls*



# Our Team



## Rebekah Kendrick

... Bex-it (she loves it when we call her that!)

Head of Brexit & EU Affairs

Bex is the one stop shop for all your Brexit questions. She's done her time in Westminster and using her specialist skills in remaining cool, calm and collected she has pulled on her waders to guide members through the Brexit bog.

Point of contact for: Brexit, English Wine

[rebekah@wsta.co.uk](mailto:rebekah@wsta.co.uk) / 0207 089 3881

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## Rob Ivory ...Mr Trade

Head of External Trade

Cool, calm and determined to keep the wine and spirit trade running smoothly. Every nation's trade policy is his business. He's the go UK wine and spirits expert who DIT and Defra turn to put them in the picture.

Point of contact for: Exports and Export promotion

[rob@wsta.co.uk](mailto:rob@wsta.co.uk) / 020 7089 3819

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## Freddie Joosten ...Tigger

Parliamentary Affairs Manager

He's the bouncy one who wins over MP's and more crucially those behind the scenes in Parliament. Mr Fixit Freddie is all over it.

Point of contact for:

Environmental, UK & Devolved Policy, Campaigns, APPG

[freddie@wsta.co.uk](mailto:freddie@wsta.co.uk) / 0207 089 3862



**Jennifer Turner ...the Doc**  
Head of Technical Policy

The one with the brains. Jen cut her teeth as Analytical Biochemist choosing to do a phd in looking at the health benefits of red wine. What's not to like!.

Point of contact for: Technical Policy

[jennifer@wsta.co.uk](mailto:jennifer@wsta.co.uk) / 0207 089 3876

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**Kelly Moss ...Deputy Sheriff**  
Head of Compliance

She learned her craft in Trading Standards and now helps David keep members on the straight and narrow when it comes to the wild west of wine and spirit labelling and compliance.

Point of contact for: Labelling, Licensing, GDPR

[kelly@wsta.co.uk](mailto:kelly@wsta.co.uk) / 0207 089 3879

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**Tom Pratt ...Neo**  
Communication Manager

Tom can turn his hand to most things. He's been made Drink Aware, moved on to beer and he's now reached the dizzy heights of wine and spirits. Researching our data the numbers and somehow he makes sense of the matrix and out pops a press release.

Point of contact for: Media, Market Report

[tom@wsta.co.uk](mailto:tom@wsta.co.uk) / 0207 089 3874





**Jessica Parker ...the Colonel**  
Head of Membership & Events

Jess plans the WSTA events with military precision. Nothing stands in her way of making an event a success. Don't argue with her she's got awards to prove she's the best and their heavy bits of glassware.

Point of contact for: Events, Membership, Design & IT

[jessica@wsta.co.uk](mailto:jessica@wsta.co.uk) / 0207 089 3884

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**Samantha Creer ...Office Wizard**  
EA & Office Manager

Sam makes it all work. No matter what the problem Sam will wave her wand shout Expelliarmus and magically the issue goes away. She is loyal, patient, true and unafraid to toil a true Hufflepuff and if you haven't guessed a Harry Potter nut.

Point of contact for: EA Support, Website, Database

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## WSTA Members area

Guides and publications, the latest advice and Best Practice, Market reports and our jobs board are just some of the products and services that can be found in the members area of the WSTA website.

If you need assistance logging into the WSTA Members area please email [info@wsta.co.uk](mailto:info@wsta.co.uk) or call one of the team on 020 7089 3877.

# wsta

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