



PRESS RELEASE

## Pisco Chile joins the World Spirits Alliance (WSA) – the elite group of global spirits producers

### Membership seen as important step in category's internationalisation strategy

**Brussels/Santiago de Chile, 11 May 2023** – The Association of Producers of Pisco Chile A.G. has joined the World Spirits Alliance (WSA), the global association of distillers and producers of spirit drinks. Including the new membership, WSA now counts 27 member organisations representing producers and producer associations from all over the world including, amongst others, the producer associations of Cognac, Tequila, Cachaça, Scotch Whisky, or Irish Whiskey.

Pisco Chile sees their affiliation to the WSA as an important step in the category's internationalization strategy. "This is a significant recognition for Pisco producers", said Francisco Munizaga, President of the Association of Producers of Pisco Chile A.G. "We see WSA membership as testimony to our category's long history, our high-quality products, and growing prestige, and we are grateful for the support from Tequila and Cognac producers with whom Pisco Chile already established cooperation agreements in 2022."

"Although WSA membership does not come with direct commercial connotations, it brings recognition to our category and helps us to expand our institutional cooperation with associations that represent the most prestigious categories of spirits worldwide. In line with this, our entry into the WSA strengthens the image of the Pisco category, and the Association of Pisco Producers as a representative body of the industry and of course of our pisco as a world-class product", the President added.

WSA integration will also allow to address key challenges of the Pisco category, issues that are best discussed and worked on in cooperation such as sustainability challenges, good production and marketing practices, as well as everything related to regulatory changes, studies regarding the social and economic impact of the sector, and the alignment of the various producer groups in the sector in order to promote responsible consumption and tackle illicit alcohol.

"We are delighted to welcome such a prestigious and important category like Pisco Chile as WSA member. Global cooperation and coordination between spirits producers is important to ensure we can address upcoming challenges and opportunities for our sector successfully together. Our growing membership and range of activities demonstrates the increasing relevance of the WSA and ensures its geographical representativeness as a global organisation", said Secretary General Ulrich Adam.

**ENDS**

### NOTES TO EDITORS

#### PISCO CHILE IN FIGURES

- 6,500 hectares planted with pisco grape.
- 175,000,000 million kilograms of grape production.
- 2,000 pisco grape producers.
- 90% of grape producers are associated with the cooperative model.

#### The World Spirits Alliance

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- 85% of pisco grape producers are small producers who cultivate less than 5 hectares.
- 35 million liters of pisco produced per year.
- US\$ 300 million total annual sales of the sector.
- US\$ 150 million annually in taxes as a contribution to the national treasury, generated by the Pisco Agro-industry between the specific tax (ILA, 31.5%) and VAT (19%).
- Per capita consumption of 1.9 liters per year.
- Approximately 3.5 kilos of grape are required to make a bottle of pisco.
- 3,500 direct jobs.
- 40,000 indirect jobs.
- 411 awards and medals in international competitions, until 2020.
- More than 25 distilleries are currently producing pisco in Chile.
- 11 grape varieties are considered by law to make pisco.
- More than 150 pisco labels are estimated to be present in the market.
- US\$ 3,000,000 average value exported in the last 10 years.
- The main destinations are the United States, Germany, the United Kingdom, China, and Argentina.

#### **ABOUT THE WSA**

**The World Spirits Alliance (WSA)** represents spirits producers from across the globe at the international level. Our members represent producers of products such as Baiju from China, Tequila from Mexico, Brazilian Cachaça, Indian-made foreign liquor, Cognac and internationally traded whiskies like Scotch Whisky, Irish Whiskey and American Whiskeys such as Bourbon, to name but a few.

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