



Hornitos Tequila Sweepstakes

Hornitos Tequila from Beam Suntory has partnered with singer/songwriter Prince Royce for a sweepstakes in which aspiring musicians can win a chance to win one of three mentoring experiences with Royce, including an in-studio session with him in Miami.



The entry form is available at www.prizeo.com/hornitostequila, and one requirement is to make a donation of \$10 or more to the League of United Latin American Citizens (LULAC).

TTB Proposes Elimination of Certain Standards of Fill for Spirits & Wine

The Alcohol and Tobacco Tax and Trade Bureau (TTB) has published two deregulatory proposed rules in the Federal Register proposing to eliminate all but a minimum standard of fill for wine containers (Notice No. 182), and all but a minimum and maximum standard of fill for distilled spirits containers (Notice No. 183).

The term "standard of fill" is used in the TTB regulations to refer to the amount of liquid in the container, and TTB's current regulations prescribe certain specific standards of fill for wine and distilled spirits containers sold within the U.S., such as 750-, 500-, 375-, 100- and 50-ml. The proposals are intended to eliminate unnecessary regulatory requirements and provide consumers broader purchasing options.

TTB welcomes comments on these proposed deregulatory actions, and it also seeks comments on the relative merits of alternatives, such as adding new authorized standards of fill or developing an expedited process for adding additional standards in the future.

All of these approaches would be intended to eliminate restrictions that inhibit competition and the movement of goods in domestic and international commerce.

TTB has already received comments on the existing standards of fill regulations in response to Notice No. 176, Modernization of the Labeling and Advertising Regulations for Wine, Distilled Spirits and Malt Beverages, and TTB will take those and any additional relevant comments it received in response to that Notice into consideration for these proposals as well.

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The Mixed Fortunes of Vodka: Despite the Global Vodka Market Declining, the U.S. Market Looks Promising

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2018 was another year of decline for the global vodka market, with the IWSR reporting a decline of -2.6%. The drop was an improvement on the steep losses recorded in 2017 and the value of the market did record a small increase, but the contraction was the fifth annual fall in succession.

The category's woes can be traced to the old-world vodka heartlands of the CIS and in particular to the spiritual home of the vodka category, Russia. Although it continues to fall, Russia's share of the global vodka market is still nearly four in every ten liters consumed globally. Inevitably, if the Russian vodka market sneezes, then the global vodka market catches a cold.

The IWSR's senior analyst for the region, Ivan Kolarov, identifies two main factors behind the vodka downturn in Russia: price rises and the broadening of consumer beverage alcohol choice. In five years, the IWSR's figures show that the average price of vodka in Russia has ballooned by more than 60%. It is no wonder then that vodka sales are down by more than a quarter in the same period.

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World Spirits Alliance

Spirits producers and producer organizations from across the world joined forces in Geneva recently for the creation of the World Spirits Alliance (WSA), an international trade association dedicated to representing the views and interests of the spirits sector at the international level. Following many years of successful cooperation, members decided to set up a dedicated, formal organization to act as the common global voice for the distilled spirits sector.

WSA will act as a representative partner and interlocutor before international organizations such as the World Trade Organization (WTO), the World Health Organization (WHO) and the United Nations (UN). WSA and its members will continue to pursue the elimination of tariff, non-tariff barriers and discriminatory taxes, fair, transparent and evidence-based regulation, adequate excise tax structures, proportionate evidence-based public health measures

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