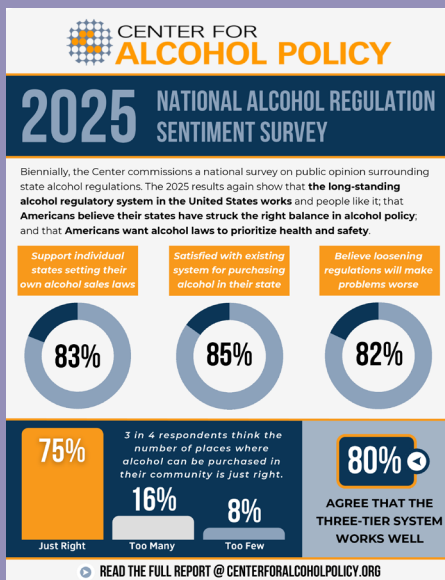




CAP 2025 National Survey

New Survey Shows Americans Continue to Support State Alcohol Regulation, Want Policymakers to Put Health and Safety First

According to a new poll released by the Center for Alcohol Policy (CAP), Americans overwhelmingly support the authority of states to set their own alcohol policy, are happy with local alcohol laws and believe the three-tier system well serves the public and the marketplace.



“The results of this survey speak loud and clear,” said Kelly Roberson, Executive Director of the Center for Alcohol Policy. “Americans are consistently content with the current alcohol regulatory structure and believe states should continue setting their own laws. The public understands that alcohol is not like other products and should be regulated differently. Americans also want policymakers to put public health and safety first and are concerned that loosening alcohol restrictions could make problems worse. As lawmakers and regulators consider any changes to alcohol laws, I encourage them to listen to the broader American public and work to support this time-tested, wildly effective system.”

Key findings of this year’s survey include:

- 83% of Americans support state regulation of alcohol, regardless of demographic
- 85% are satisfied with current alcohol regulations and local laws
- Americans want alcohol laws to prioritize health and safety above all
- 4 in 5 Americans agree the three-tier system well serves consumers and the marketplace

These results are consistent with previous surveys, demonstrating the American public’s longstanding support for the current alcohol regulatory structure.

continued on page 3

Distilled Spirits Council Honors Industry Leaders at 2025 Annual Conference Awards

The Distilled Spirits Council of the United States (DISCUS) recently honored distinguished industry leaders at the 2025 DISCUS Annual Conference in Washington, D.C. The awards celebrated the achievements of industry luminaries who have made significant contributions to advancing the spirits industry.

- Marco Barassi, Government Relations and Sustainability Director, Americas at Campari Group: DISCUS Impact Award for Emerging Leaders 2025
- Sonat Birnecker Hart & Robert Birnecker, Founders, KOVAL Distillery: DISCUS Dave Pickerell Memorial Craft Member of the Year 2025
- Deborah Brenner, Founder & CEO, Women of the Vine & Spirits and Founder of Diverse Powered Brands: DISCUS Distinguished Service Leadership Award 2025
- U.S. Representative James Comer, (R-KY) : DISCUS Top Shelf Award 2025
- Lynne J. Omlie, Former DISCUS Senior Vice President, General Counsel and Corporate Secretary: DISCUS Lifetime Achievement Award 2025

“These exceptional individuals have made a remarkable impact on the spirits industry, and we are thrilled to celebrate them at our conference,” said Chris Swonger, DISCUS president and CEO. “Their meaningful contributions continue to create a more innovative and diverse spirits industry for all.”

Award and Recipient Information

DISCUS Impact Award for Emerging Leaders

The DISCUS Impact Award for Emerging Leaders recognizes the achievements of an exceptional professional who has made significant contributions to the industry and shows demonstrated potential for leadership and continued service.

Marco Barassi began his career in the public sector, working at the Italian Ministry of Foreign Affairs and the European Commission in Brussels. He later joined the Department of International Law at Milan University as a research assistant specializing in international trade and E.U. law. In 2013, Barassi joined Campari Group in Milan, where he held various roles at both the global level and within the Southern Europe, Middle East and Africa (SEMEA) Business Unit.

continued on page 3