

PRESS
RELEASE



spiritsEUROPE WELCOMES NEW PRESIDENT



Patrick Piana, Managing Director Europe, Campari Group

Brussels, 18 June 2026 - spiritsEUROPE has elected Patrick Piana, Managing Director Europe at Campari Group as its new President, succeeding Ian McLernon, CEO EMEA, Asia Pacific and Global Travel Retail at Rémy Cointreau, who led the organisation over the past two years.

Following his election by the General Assembly, Patrick Piana will serve a two-year term. Based in Milan, he has been with Campari Group for more than five years, holding senior leadership positions including Head of Commercial Capabilities and, since 2024, Managing Director Europe.

“It is a great honour to lead spiritsEUROPE and represent a sector renowned worldwide for its quality, craftsmanship, innovation and export success, as well as for its role in fostering connection and conviviality across societies” said Patrick Piana.

As President, he will help shape and advance the industry's priorities both within the European Union and internationally.

“From farm to glass, spirits are deeply rooted in Europe’s culture, traditions and way of life. They contribute to local economies, support agricultural communities and enrich hospitality and tourism experiences across the continent, while promoting social interaction within a strong culture of responsibility. I would also like to pay tribute to Ian McLernon for his leadership and dedication in guiding the organisation through a particularly challenging period.”

Looking ahead, Mr Piana underlined the importance of ensuring that the sector remains competitive and resilient in an increasingly uncertain global environment.

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“At a time of geopolitical tensions and economic volatility, my priority will be to drive forward our sector’s ambitious agenda: accelerating our sustainability efforts, defending and expanding market access, advancing consumer information through digital labelling, fostering innovation and further strengthening our long-standing commitment to responsible drinking, while also ensuring proper recognition of the sector’s wider contribution to culture, communities and convivial social interaction”.

Working closely with the membership, the Secretariat and the partners, Patrick Piana will engage with EU policymakers to ensure a supportive regulatory framework that enables the spirits sector to continue creating jobs, generating growth and contributing to the vitality of communities across Europe.

“Beyond its economic contribution, and at its core, the spirits sector is part of the social fabric of local communities, helping to foster connection, conviviality and a sense of shared enjoyment that enriches everyday life within a clear framework of responsibility and moderation”, he added.

“Europe’s spirits sector is a remarkable success story. Together, we will continue to promote its heritage, strengthen its competitiveness and unlock opportunities for future growth,” concluded Mr Piana.

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NOTE TO EDITORS

For more information, please contact: Mark Titterington, Director General of spiritsEUROPE-
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- **Patrick Piana** was appointed Managing Director of Europe at Campari Group in 2024. He joined Campari Group in 2021 as Group Head of Commercial Capabilities. Patrick brings 30+ years of international experience in premium beverage alcohol. His earlier career includes various marketing and strategy positions at Philip Morris, Moët Hennessy, Pernod Ricard and Rémy Cointreau. He was also CEO of Fratelli Branca Distillerie before joining Campari Group. Patrick holds a Master’s degree in Economics & Management from Université Paris Nanterre and a Postgraduate diploma in Strategy & Marketing from Université Paris-Dauphine complemented by an INSEAD AMP.
- spiritsEUROPE (www.spirits.eu) represents the interests of the spirits sector in 31 national associations as well as of the 11 leading multinational companies. Distilled spirits are as diverse as the EU’s Member States, spanning 44 product categories and including a host of geographically specific products that contribute to the culture of their regions and the European Union. As the leading voice of the European spirits sector, we seek to maintain and advance the freedom to produce and market spirits in a responsible way.