

PRESS
RELEASE



spiritsEUROPE WELCOMES NEW PRESIDENT



**Ian McLernon CEO of Rémy Cointreau
EMEA, Asia Pacific (ex-Greater China) and Global Travel Retail**

Brussels, 15 November 2023 – spiritsEUROPE has elected Ian McLernon as new President of the organisation, succeeding Manu Giró, CEO of Destilerias MG in Spain who stood at the helm of the organisation for the past two years.

Following his election during the General Assembly, he is assuming the role of President for a term of two years. Based in London, Ian McLernon has served Rémy Cointreau for over 6 years, previously as President & CEO of the Americas region based in New York, and as CEO of Global Travel Retail based in Singapore.

“It is a great honour and responsibility for me to take on the leadership of spiritsEUROPE and represent such an iconic sector with its global reputation for quality, innovation, and export success”, he said.

The new President will play a key role in helping to promote, protect and grow the European spirits sector in the EU and in third markets: *“From farm to glass, spirits are an integral part of Europe’s culinary culture of quality, pleasure, and conviviality. I salute the legacy of my predecessor Manu Giró who successfully steered the organisation through the challenging circumstances of the past years.”*

“In current times of geopolitical tensions and economic volatility, my main objective is to drive forward our sector’s ambitious roadmap and commitments in the areas of environmental sustainability, external trade, consumer information & digital labelling, product innovation, and responsible drinking.”

“Together with our members and the Secretariat, I look forward to working with our partners and interlocutors in the EU Institutions. Our goal is to ensure that EU policies structurally support our sector which contributes to economic growth and job creation throughout our value chain - from the production of agricultural raw materials to the hospitality and tourism - as well as to the social fabric of the local communities, source of undeniable pleasure and well-being”, concluded Mr. McLernon.

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NOTE TO EDITORS

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- **Ian McLernon** is the Chief Executive Officer of Rémy Cointreau EMEA, Asia Pacific & Global Travel Retail, a member of the Group Executive Committee and responsible for Commercial Excellence Globally. McLernon has served Rémy Cointreau for over 6 years, previously as President & CEO of the Americas region based in New York, and as CEO of Global Travel Retail based in Singapore. Prior to joining Rémy Cointreau he held a number of general management positions with the LVMH Group based in Singapore, Hong Kong and London.
- 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.