

PRESS RELEASE



spiritsEUROPE WELCOMES NEW PRESIDENT



Manu Giró, CEO of MG Destilerias

Brussels, 18 November 2021 – spiritsEUROPE has elected Manu Giró as new President of the organisation, succeeding Christian Porta, Managing Director, Global Business Development at Pernod Ricard, who stood at the helm of the organisation for the past four years.

Following his election during yesterday's General Assembly, he is assuming the role of President for a term of two years. Based in Barcelona, Mr. Giró is the CEO of MG Destilerias, a family-owned distillery founded at the end of 19th century. MG owns a premium portfolio of different spirits brands and is present in more than 50 markets worldwide.

"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 Christian Porta who successfully steered the organisation through the challenging circumstances of the past years."*

"My main objective is to drive forward our sector's ambitious roadmap and commitments in the areas of environmental sustainability, 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 to ensure that EU policies structurally support our sector in acting as an engine for the recovery, by delivering jobs and growth in the hospitality sector and across the many rural areas in which most of Europe's spirits production is rooted", concluded Mr. Giró.

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NOTE TO EDITORS

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- spiritsEUROPE (www.spirits.eu) represents the interests of the spirits sector in 30 national associations as well as of the 10 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.