



## NEWS RELEASE

**For Immediate Release:**  
October 15, 2019

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### **Distilled Spirits Council of the United States, Texas Distilled Spirits Association and Texas Whiskey Association Announce Partnership on "Spirits United" Grassroots Platform**

WASHINGTON – The Distilled Spirits Council of the United States (DISCUS), America’s leading advocate for the distilled spirits industry, today announced that the Texas Distilled Spirits Association (TDSA) and the Texas Whiskey Association (TXWA) have joined [Spirits United](#) as partners to expand the grassroots network in the Lone Star State.

The Spirits United platform features important information on key issues facing the spirits industry, hospitality professionals and consumers, and provides advocates with an easy-to-use website to weigh in on issues that matter to them. DISCUS launched the platform in August with founding partners American Distilling Institute and TIPS.

“We are thrilled to have TDSA and TXWA join DISCUS, ADI and TIPS as Spirits United partners. Texas is a vital market for small and large distillers. Both organizations have a critical role in advocating for the distilled spirits industry in the Texas State Legislature, and they will be valued partners as we work together on market modernization opportunities for the industry in the state,” said Chris Swonger, president and CEO, DISCUS and Responsibility.org.

“The distilled spirits industry is a major contributor to the Texas economy. We support more than 82,000 jobs and make a \$7.5 billion impact on the state’s gross domestic product,” said Swonger. “We invite all Texas adults who are passionate about spirits to join Spirits United, including distillers, supply chain partners, bartenders, mixologists and consumers. We need everyone’s participation to pursue a competitive and free market to benefit consumers and businesses in Texas.”

“Spirits United is an exciting new way to mobilize advocates for the distilled spirits industry in Texas, and we look forward to partnering with our industry colleagues on this innovative initiative,” said TDSA President Mike Cameron. “Expanding this grassroots network in Texas will help our distillers grow and bring adult consumers more convenient access to their favorite distilled spirits products, many of which are made proudly right here in the Lone Star State.”

“In Texas, we have a great amount of pride for the whiskey we produce,” said TXWA Executive Director Spencer Whelan. “We are excited to join Spirits United to harness that pride and turn it into action on issues like the Craft Beverage Modernization and Tax Reform Act and market modernization in our state. Texans are brought up with a spirit for freedom, and we are the best and most passionate advocates for this industry.

### **Spirits United Continues to Mobilize Support for Craft Beverage Bill**

Spirits United already has begun [mobilizing](#) advocates in support of the *Craft Beverage Modernization and Tax Reform Act* (H.R. 1175/ S. 362), legislation making permanent the federal excise tax cut on distilled spirits that was enacted in 2017. Without congressional approval, the tax cut will expire on December 31, 2019. Using the Spirits United platform, advocates are actively sending letters to their members of Congress urging passage of the legislation.

“We urge Congress to act as soon as possible on the Craft Beverage Modernization and Tax Reform Act to ensure that distillers in Texas and across the nation can continue to invest in their businesses, hire more employees and boost tourism and economic development,” said Swonger. “Through Spirits United, we are working to get as many letters, social media interactions and phone calls to Congress as possible in support of this bill.”

### **Commitment to Responsibility**

A strong commitment to responsibility is the foundation of Spirits United. Through Spirits United’s social media content and information on its site, spirits advocates will be encouraged to join industry efforts to prevent underage drinking and drunk driving and to promote the responsible consumption of beverage alcohol.

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### **Join Spirits United**

Spirits United is an inclusive community for anyone and everyone over the age of 21. To join Spirits United, please click [here](#). Spirits United is also on [Facebook](#), [Instagram](#) and [Twitter](#). Watch “I am Spirits United” [here](#).

### **About the Texas Distilled Spirits Association**

The mission of TDSA is to grow the market for Texas spirits through education, marketing and regulatory influence.

### **About the Texas Whiskey Association**

The Texas Whiskey Association is established by a group of whiskey makers with the common goal to promote Texas Whiskey, educate consumers and support distilleries that produce whiskey all within the territorial boundaries of the State of Texas.