



## **Manifiesto of the distilled beverage industry with Geographical Indications in Latin America - sources of culture and economic and social development**

The distilled beverages in Latin America, distinguished and preserved by Geographical Indications, embody our nations' cultural legacy. Their exceptional quality, reputation and historical importance are inherently tied to their geographical roots. They are unique distilled beverages, directly linked to local traditions, and of immeasurable national value. They serve as cultural ambassadors, projecting our national identity globally while also fostering economic growth.

Geographical Indications enhance the value of agricultural property and benefit small producers. They safeguard cultural identities and traditions, as new generations understand the sustainability of the business and settle in the region to give continuity to the legacy. Increasingly, the industry is adopting and promoting environmentally and socially responsible practices.

Distillates with Geographical Indications also contribute to local value chains through bars, restaurants, hotels and other tourist services. Their protection has a direct and positive impact on the generation of jobs and income, strengthening the development of our countries and the regional economy.

Because they are so intrinsically linked to tradition, standards, their raw material, and their geographic origin, their production processes and alcohol content are factors that contribute to their distinction and recognition. Modifying the characteristics of distilled beverages with initiatives such as reducing alcohol content would blur their essence and make them lose local and global competitiveness.

The characteristics of distilled beverages such as Cachaça, Tequila, Pisco and Rum, among others, are protected by national laws and international treaties. Preserving them is essential to their value chains.

Reducing harmful alcohol consumption is a priority for our industry. The protection of Geographical Indications is not only compatible with this effort but indeed contributes to it by increasing quality control. It is essential to be aware that what really matters is not the type of alcoholic beverage, but the amount of alcohol consumed. When properly served, all beverages have approximately the same absolute amount of alcohol. Thus, any moderation policy should consider the principle of equivalence (standard drink) as a central principle for consumption and when disseminating of information. After all, alcohol is alcohol.

The Geographical Indications distilled spirits industry has come together to present this manifesto to underscore the importance of these products for the countries of the region. There is a robust regulatory framework that has allowed the development and strengthening of Geographical Indications, resulting in benefits for producers and consumers. We therefore support the continuity of consistent, balanced and egalitarian regulations that continue to protect our emblematic products and encourage the development of value chains. This will benefit our societies and Latin America as a whole.



**ABELAC** - Latin American and  
Caribbean Spirits Alliance



**IBRAC** - Brazilian Cachaça  
Institute



**CNIT** - National Chamber of the  
Tequila Industry