



## WORLD SPIRITS ALLIANCE ELECTS LUIS FERNANDO FÉLIX FERNÁNDEZ AS NEW PRESIDENT

**Brussels, 25 November 2021** – The World Spirits Alliance (WSA) has elected **Luis Fernando Félix Fernández** as new President during yesterday’s General Assembly.

Mr. Félix Fernández takes over the WSA Presidency from Karen Betts from the Scotch Whisky Association (SWA) and will be leading the organisation for a term of two years. Mr Felix Fernandez is General Manager of Casa Cuervo – one of the oldest and leading Tequila producers – as well as President of the Cámara Nacional De La Industria Tequilera (CNIT).

*“I am honoured to take take over the Presidency of the World Spirits Alliance and represent the global spirits sector at the international level. Distilled spirits are a vibrant, highly diverse and dynamic sector with a unique variety of local products and innovative producers around the world”, Mr. Félix Fernández said.*

*“By acting as the united voice of the sector the WSA wants to play a constructive role in building a future that is good for our consumers, our societies, and our sector. We want to work towards a more sustainable world with fewer protectionist policies, fewer illicit trade, with fair and non-discriminatory rules and regulations that allow distillers to innovate while preserving cherished traditions and in which our products are consumed and enjoyed responsibly.”*

### Note to editors

The WSA Secretariat is currently serviced by spiritsEUROPE. **For more information**, please contact: Ulrich Adam, Director General of spiritsEUROPE Tel: +32 477 63 67 - [adam@spirits.eu](mailto:adam@spirits.eu)

**@wsa\_spirits #WorldSpiritsAlliance**

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