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# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## Irish Government Minister, Irish Food Board Visit NABCA Headquarters

(ALEXANDRIA, VA-June 26, 2012) - Simon Coveney, the Irish Minister for Agriculture, Food and the Marine, led a group of members from *Board Bia*, the Irish Food Board, to NABCA Headquarters on Tuesday to meet with NABCA officials. The purpose of the meeting was to acknowledge and expand the Irish Food Board's relationship with control states and explore opportunities for growth in these states by the Irish spirits industry.

Joining Mr. Coveney at the meeting were Irish Food Board Chairman Michael Carey, Irish Food Board CEO Aidan Cotter, Irish Food Board's North America Director Karen Coyle, Secretary General, Dept. of Agriculture, Food and Marine Tom Moran, NABCA President & CEO Jim Sgueo, NABCA Chief Operating Officer Jerry Janicki, and Montgomery County, Maryland Department of Liquor Control Director/NABCA Past Chairman George Griffin.

Mr. Coveney is on a trade mission to the United States, meeting with both the food and alcohol sectors to discuss Ireland's food and beverage industry and to assert they meet all necessary standards to safely export beef and other products.

In addition to exploring more opportunities with control states, Mr. Coveney spoke at length about *Origin Green*, a national effort in Ireland to reduce the carbon footprint of all Irish companies and increase sustainability in food and beverage manufacturing to the benefit of the environment.

NABCA President & CEO Jim Sgueo said: "NABCA has enjoyed a decades-long working relationship with *Board Bia* and appreciated a chance to personally speak with them about opportunities of doing business in control states."

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### **About Board Bia:**

The role of Bord Bia, the Irish Food Board, is to act as a link between Irish Food, Drink & Horticulture suppliers and existing and potential customers throughout the world. Its objective is to develop markets for Irish suppliers and to bring the taste of Irish food to more tables world-wide. The Irish Food Board was established by an act of the Irish parliament (the Dáil) in 1994.



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## About NABCA

Founded in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. NABCA's mission is to support alcohol control systems by providing RESOURCES, compiling RESEARCH and fostering RELATIONSHIPS to address POLICY for the responsible sale and consumption of alcoholic beverages.