



PRESS RELEASE

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The IWSR opens Asia-Pacific office

Singapore. As part of the IWSR's continued focus on geographical expansion plans, the leading global beverage alcohol data company has now opened an Asia-Pacific office based in Singapore. Tommy Keeling has been appointed president of the IWSR Asia-Pacific and will be heading up operations for the region.

"I am delighted to be based in Singapore and excited about the possibilities it opens for improving the IWSR's coverage of Asian markets, as well as the level of service we can deliver to Asia-based clients," commented Tommy.

After gaining a master's degree from Cambridge University, Tommy spent five years studying and working in China in a variety of industries ranging from cinema to pharmaceuticals. Fluent in four of the world's most widely spoken languages, he has been at the IWSR for five years and covers the Asia-Pacific region.

Mark Meek, IWSR CEO, said: "This is an exciting time of growth for the IWSR. We are expanding both our product offering and our office locations worldwide, which enables us to continue to offer the most authoritative data on total beverage alcohol across the globe."

This new office joins the United States office, opened in 2015, as well as the IWSR's headquarters in London.

The IWSR Asia-Pacific Office
114 Lavender Street, CT Hub 2, #11-88
Singapore
338729

Tommy Keeling
President
tommy@theiwsr.com
t: +65 6928 4030 m: +44 7741 272 063

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Press contact Helen Jagger – helen@theiwsr.com +44 (0)79 7680 9346

Other enquiries Asia-Pacific: Seigo Maeda – seigo@theiwsr.com +81 80 9159 1217
US & Canada: Brandy Rand – brandy@theiwsr.com +1 646 830 2616
Rest of world: Graziella Jeffery – graziella@theiwsr.com +44 (0)20 7689 6834

About the IWSR

The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and mixed drinks by volume and value, and provides insight into short- and long-term trends. Our data is used by all of the largest multinational wine and spirits companies, as well as many more local companies. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR conducts face-to-face interviews with over 1,500 companies in 118 countries each year, with further input from 350 companies. The IWSR tracks overall consumption and trends at brand, quality and category level.