

CASE STUDY

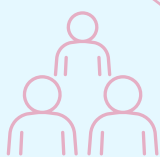
# Leading Spirits Company innovates faster and globalizes cherished brands with Trace One Regulatory Compliance



**6<sup>TH</sup>**  
LARGEST PREMIUM  
SPIRITS COMPANY



**4000+**  
EMPLOYEES



**22**  
PRODUCTION  
FACILITIES GLOBALLY



**150+**  
YEARS HISTORY



## Customer Profile

This leading producer in the global branded spirits industry was founded more than 150 years ago in Milan. With a portfolio of more than 50 premium and super premium brands owned and with leadership positions in Europe and the Americas, the group is today the sixth-largest player in the global premium spirits industry. Its brands are distributed in 190 markets through a direct distribution network in 22 countries and are manufactured in 22 production facilities around the world. Headquartered in Italy, this global spirits leader employs approximately 4,000 people around the world.

# Situation

**Custom information from every country.**

**Regulatory leaders needed a way to pull guidance for every product.**

Teams needed a single source of the truth (SSOT) to respond to commercialization opportunities and uncover regulatory needs for new products and for existing brands. Teams were doubling up on these activities without an automated tool to help them examine market opportunities effectively.

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**"We needed a central database specifically for spirits and beverage manufacturers, including alerts for upcoming global alcoholic beverage rules."**

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**Regulatory data for each formula, existing and upcoming.**

Scientists and engineers needed to improve research data for all recipes to proactively check compliance for global markets – and emerging markets, as well.

**Continuous Compliance.**

**Staying current with constantly changing regulatory requirements is a challenge.**

Regulatory data was accessed by only certain employees who knew the ins and outs of these databases. When scientists identified substances for new formulas, or when current products were impacted by new regulations, they used several systems to ensure compliant ingredients like additives and flavorings followed global and regional standards.



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**"We needed to be able to check up to ten different markets at a time and compare them. There was no mechanism to do this, especially if there were synonyms or language-specific substance names."**

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**Legislative tracking was country-specific and decentralized.**

**Keeping the product development lifecycle regionally - and centrally available.**

Global regulatory leaders who were working on newly developed product lines were approached by many stakeholders for the same information. Clunky processes and low visibility among teams stymied efforts during product lifecycle management tasks.



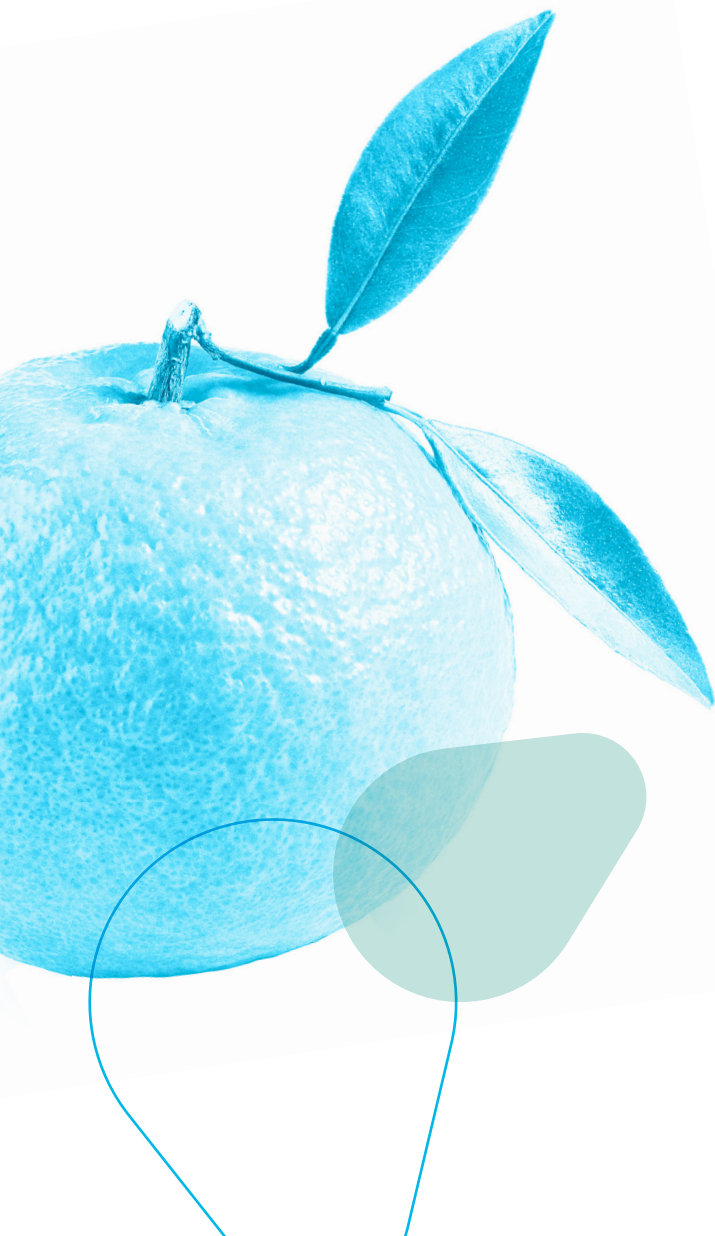
# Solution

Trace One's Regulatory Compliance experts worked with DISCUS, the Distilled Spirits Council of the United States, and executives from the leading global spirits company to expand their global, alcoholic regulatory database for alcoholic beverages. The company uses this database within their Trace One Regulatory Compliance system to track contaminants, additives and other regulated ingredients.

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**"We needed complete visibility for quality approvals across all of our supplier networks and among every region. In our business, our dynamic formulations change and workstreams grow or shift within the process often—we need to be able to pivot."**

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# Outcomes

## **Verified and validated systems for compliance activities**

With Trace One Regulatory Compliance, the leading global spirits company runs its own queries by market for each substance it is researching. These results allow it to expedite new product launches without checking several information sources for the same regulations. Teams cross-reference ingredients with country-specific quality parameters and have a single source of truth (SSOT) for everyone working on new product development projects.

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**"We can now use this emerging – and current market database for all alcohol formulators, improving our agility while responding to cultural needs. Trace One Regulatory Compliance allows us to validate our go-to-market priorities. It's so easy to use, we think it's the gold standard for global information and reporting for alcoholic beverage organizations."**

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## **Emerging markets come into focus**

This leading global spirits company internally systemized their compliance efforts and enabled regulatory and compliance checkpoints for a broad, global database in just seven months. They have the market information they need to move on consumers' changing tastes and trends while incorporating iron-clad compliance into every step of the process. Emerging market opportunities are downloaded into their Trace One Regulatory Compliance database and at their fingertips for new opportunities and innovations to come.

## **Efficiency**

Each product can be checked easily by market and its regulatory future validated. Running queries for industries (wines, spirits) and other categories, using specialty keywords for country-specific substances, allows the company to manage change within supply chains, remaining agile and responsive to regulations well in advance.

## **Growth**

Trace One Regulatory Compliance is now set to alert teams of new and existing legislation for additives, contaminants and packaging requirements supporting 170+ countries.



# Interested in learning more?

Schedule a demo with us today.

Trace One is a premier SaaS provider of Product Lifecycle Management (PLM) and compliance solutions, specializing in the food & beverage, cosmetics, personal care, and chemical industries. With over 30 years of expertise, we empower more than 9,000 brand owners worldwide to innovate, collaborate, and bring products to market faster while ensuring the highest standards of quality, compliance, and sustainability. Trusted by industry leaders, Trace One combines cutting-edge technology with unmatched expertise to help businesses navigate complexity, accelerate growth, and shape a sustainable future.

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