



FOR IMMEDIATE RELEASE

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## **NCSLA Goes to Washington, D.C. In June 2012!**

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will convene June 20-24<sup>th</sup> at the world-famous Mayflower Renaissance Hotel for its 2012 annual meeting and conference. Washington, D.C. is the host city for the Conference. The NCSLA will embrace the legacy of Prohibition in the Nation's capital.

For the *first time ever*, **the Truespirit™ Authenticator** will be publicly unveiled at the second panel on Saturday morning of the Conference where you will learn how to answer the question, "**DO YOU REALLY KNOW WHAT'S IN THE BOTTLE?**"

Sherry Cook, Assistant Administrator, Regulatory & Business Operations of the Texas ABC, will moderate a most knowledgeable and interesting panel discussion that will show you exactly how to learn the answer to this age-old question. Roland D. Luna of the Texas ABC, a representative of U.S. Customs Border Patrol (CBP), and Andrew Condie, Photonics & Analytics Limited will interest and surprise you.

The Truespirit™ Authenticator is a cost-effective, highly accurate and easy to use transportable UV-Vis spectrophotometer that can be easily deployed and used in local markets by both technical and non-technical personnel to:

- Detect counterfeit or substitute distilled alcoholic spirit beverages.
- Authenticate genuine distilled alcoholic spirit beverages.
- Monitor quality control of distilled alcoholic spirit beverages (e.g. production & process control).

Previously these activities have been the domain of trained laboratory personnel using expensive and fixed analytical laboratory equipment, confined to laboratories that are invariably too far away from local markets for timely or cost-effective analysis, and often involve processes that can take up to several weeks to complete. **The Truespirit™ Authenticator by contrast however is designed and built specifically to be carried or moved with ease by technical and non-technical operatives working in local markets, and can undertake highly accurate individual analysis and screening processes, while also being capable of performing less intensive "quick scans" within 30 seconds.** This brings obvious cost and time benefits, but more importantly means that action against the counterfeiters, substitution and quality control issues can be swift and reliable.

If you are interested, Mr. Condie would schedule a demonstration of the **Truespirit™ Authenticator** with your organization. Contact him at: [andrew.condie@phototonics-analytics.com](mailto:andrew.condie@phototonics-analytics.com).

Start making your plans NOW to come to Washington, DC from June 20-24, 2012 for this year's annual meeting of the NCSLA! **Conference registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details! **HURRY - early registration ends May 4<sup>th</sup> so take advantage of the \$50.00 savings by Friday!** And don't forget to make a hotel reservation – rooms are going fast!!! Watch for more exciting updates on the NCSLA 2012 Annual Conference to be broadcast in the coming weeks.

### **About National Conference of State Liquor Administrators, Incorporated:**

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit [www.ncsla.org](http://www.ncsla.org) for more information.