



14 August 2006

## Distillers welcome Scottish Executive alcohol misuse campaign

A high profile campaign encouraging individuals to take personal responsibility for their drinking choices will be launched today and has been welcomed by The Scotch Whisky Association (SWA) as a positive step in promoting responsible attitudes to alcohol in Scotland.

The Scottish Executive's 'Friends don't make Friends Drink' TV, cinema and billboard campaign aims to challenge individuals to make more responsible drinking choices and is backed by the launch of a new website ([www.infoscotland.com/alcohol](http://www.infoscotland.com/alcohol)) and the Drinkline Scotland helpline (0800 7 314 314), providing more information on enjoying alcohol as part of a healthy lifestyle.

Attending the launch event today in Aberdeen, Gavin Hewitt, SWA Chief Executive, said:

"Today's initiative is welcomed by distillers. Attitudes to drink-driving have been successfully changed by a sustained, high profile advertising campaign backed by government and industry. A similar long-term approach is needed to tackle irresponsible drinking.

"Such campaigns, in tandem with better alcohol education, are one of the most effective ways to tackle alcohol misuse. Distillers will continue to promote responsible drinking through a range of initiatives, such as including unit information and responsibility messages on labels. We are also bringing forward plans with other stakeholders to further promote standards of best practice and responsibility across the alcohol supply chain in Scotland."

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### Note to Editors:

Launched in 2005, the SWA Code of Practice on Responsible Marketing and Promotion of Scotch Whisky covers all commercial communications in the UK, and sets international best practice for distillers. The Code is backed by an Independent Complaints Panel, with the power to impose sanctions if rules are breached.

Issued by David Williamson,

0131 222 9230 or 07730 496 151