



**Sunday 21 October 2007**

## Distillers ask ‘Does Your Drinking Add Up?’

Scotch Whisky companies are running a nationwide series of activities in support of Scotland's first Alcohol Awareness Week (21-27 October). The events will encourage Scots to learn more about the units of alcohol in different drinks.

Alcohol Awareness Week brings together a range of partners - including producers, retailers and Government - to promote more responsible attitudes to alcohol under the banner ‘Does Your Drinking Add Up?’ Improved unit awareness and understanding of the daily Sensible Drinking guidelines have been identified as key elements in efforts to tackle alcohol misuse.

A wide range of Awareness Week activities are being organised and supported across the Scotch Whisky industry, including:

- Nationwide TV advertising highlighting the negative impact of excessive drinking
- Alcohol awareness workshops for employees
- Display of Awareness Week materials at industry sites and visitor centres
- Responsible drinking information sent to all distillers, backed up by individual company communications
- 250,000 ‘unit calculators’ distributed across the industry and more widely

Douglas Meikle, SWA Alcohol Policy Manager and a member of the Alcohol Awareness Week steering group, said:

“Scotch Whisky distillers are proud to play a leading role in Scotland's first Alcohol Awareness Week and have organised activities across the country - from TV advertising to visitor centre displays - to help improve understanding of alcohol units. Consumers who are aware of the amount of alcohol in different drinks are able to make more informed drinking choices.

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“The Awareness Week is another step in trying to change Scotland’s tolerance of alcohol misuse. Making inappropriate and excessive drinking unacceptable will require a sustained effort, continuing partnership, and a multi-faceted policy approach, ranging from better alcohol education to stricter enforcement of licensing laws. The Scotch Whisky industry is committed to playing its part to the full both this week and over the long term.”

- ENDS -

Note to Editors:

1. The nationwide ‘Alcohol Awareness Week’ has been organised by the Scottish Government/Alcohol Industry Partnership, which was launched in February 2007 to tackle alcohol misuse in Scotland. Other Partnership initiatives include improved alcohol education, training and workplace policies, the introduction of new industry responsibility standards, and research aimed at identifying effective measures to tackle misuse.
2. The Scotch Whisky Association is a founding member of the Partnership and is a member of the Alcohol Awareness Week steering group. Full details of the Alcohol Awareness Week can be found at [www.alcoholawarenessweek.com](http://www.alcoholawarenessweek.com).
3. The UK Sensible Drinking guidelines are two to three units of alcohol per day for women, and three to four units of alcohol per day for men. A standard 25ml measure of Scotch Whisky (at 40% vol.) contains one unit of alcohol.
4. The vast majority of Scotch Whisky sold in the UK carries alcohol unit information on its packaging. Distillers are committed to going further and new voluntary labelling standards are being implemented in 2007, including responsible drinking messages, the number of units in a bottle, guidance on daily consumption benchmarks, advice on drinking when pregnant or trying to conceive, and details of the Drinkaware website ([www.drinkaware.co.uk](http://www.drinkaware.co.uk)).
5. For further information, please contact Campbell Evans (07768 002 262 and 0131 222 9231) or David Williamson (07730 496 151 and 0131 222 9230) at the SWA.