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**SCOTCH WHISKY MAKERS TOAST GROWTH IN BRAZIL**  
**- Industry leaders visit São Paulo to promote new Scotch Whisky law -**

A 56% increase in exports confirmed Scotch Whisky's growing popularity in Brazil in 2009, according to new figures published by the UK-based Scotch Whisky Association.

With over 41 million bottles shipped to the country, Scotch Whisky enjoyed a record year in Brazil, consolidating its position as the industry's seventh largest export market. As the market expanded, an extra 14.8 million bottles of Scotch Whisky were exported to Brazil compared to 2008. Brazil now accounts for nearly 4% of global exports of Scotch Whisky.

Building on this growth, Scotch Whisky Association officials will visit São Paulo this week to promote new rules that govern every aspect of the making, packaging and advertising of Scotch Whisky. The new law protects the authenticity of Scotch Whisky from copycat products and ensures consumers always receive clear information on labels about what they are buying.

A reception to celebrate Scotch Whisky, and promote the new rules in Brazil, will be hosted by John Doddrell, the British Consul General, on Tuesday evening (11 May).

**Gavin Hewitt, Chief Executive of The Scotch Whisky Association, said:**

"We are delighted to visit Brazil, which is fast emerging as one of Scotch Whisky's most dynamic and important export markets. Growth of 56% last year demonstrated that more and more Brazilian consumers are choosing to enjoy Scotch Whisky, a product of the highest quality and authenticity.

"Our visit to São Paulo is also to raise awareness of Scotch Whisky in South America. A new law passed last year helps us to protect consumers from fakes that unfairly try to pass themselves off as Scotch Whisky when they are not. New rules will also guarantee clear and consistent labelling so that Brazilian consumers always know exactly what they are buying."

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Note to Editors:

1. The Scotch Whisky Association is the industry's representative body and has a global remit to protect and promote Scotch Whisky. The Association has 55 member companies, all of whom are distillers, blenders and bottlers of Scotch Whisky.
2. The Scotch Whisky Regulations 2009 govern every aspect of the making, packaging and advertising of Scotch Whisky. The rules include:
  - a. A requirement to use consistent category terms on bottles to help consumers understand what they are buying, for example 'Single Malt Scotch Whisky' or 'Blended Scotch Whisky'.
  - b. Protection for regional names associated with Scotch Whisky production, including 'Highland' and 'Lowland'.
  - c. New standards on the use of Scotch Whisky distillery names to avoid confusion over where a Scotch Whisky has been distilled.
  - d. A requirement that the only age statement that can appear on labels or in adverts refers to the youngest whisky in the product. If, for example, the brand is a "12 year old Scotch Whisky" that age refers to the youngest component whisky in the bottle.
3. Scotch Whisky represents 25% of the United Kingdom's food and drink exports worldwide.
4. For further information please contact David Williamson (+44) 131 222 9230 or (+44) 7730 496 151) at The Scotch Whisky Association.