



STRICTLY EMBARGOED UNTIL 00.01 FRIDAY 2 DECEMBER

NEW CHAIRMAN FOR SCOTCH WHISKY ASSOCIATION AS EXPORTS BREAK RECORDS

Scotch Whisky exports hit a record high as the Scotch Whisky Association unveiled Ian Curle, chief executive of The Edrington Group, as its new chairman.

After four years as chair of the SWA, Paul Walsh, chief executive of Diageo, announced the industry export figures for the first three quarters of 2011, which show Scotch Whisky earning £125 every second for the UK balance of payments. The value of exports over the nine month period totalled almost £3billion - an increase of 23% on the same period of 2010.

He said he was delighted to be handing over the chairmanship to his friend and colleague Ian Curle at such a strong moment for the industry.

Mr Walsh said: "It has been a great pleasure and a privilege to chair the SWA over the past four years. As the latest export figures show, the industry is enjoying a tremendous period of growth around the world, making it one of the most important manufactured exports the UK produces. That growth is also helping drive investment by the industry in Scotland and so benefitting both the UK and Scottish economies."

Mr Curle has been with The Edrington Group - producers of the Famous Grouse - since 1986 and chief executive since 2004. He will lead the Association into an important year of celebration as it marks the Centenary of its creation in 1912.

He said: "I am delighted to be taking over as chairman of the SWA at a time when the Scotch Whisky industry is in confident mood. Scotch Whisky is an iconic product and it will continue to be a prime asset and export for Scotland and the UK. I'll work to protect the

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t: 0131 222 9235

f: 0131 222 9237

e: g&c@swa.org.uk



integrity of Scotch Whisky across the globe and to advance its export success. With the support of governments at home and abroad to achieve fairer taxation and reduction of trade barriers, the industry can reach even higher levels. The European Union is vital to this work.”

He added that some future priorities for the SWA include completion of the negotiations between the European Union and India on a Free Trade Agreement which would reduce the onerous 150% import tariff. In the UK, a change in the current duty regime which sees Scotch Whisky being taxed more heavily than other drinks is long overdue. He said discrimination in the home market undermines the industry’s efforts overseas.

The industry will also continue to focus on achieving the ambitious targets set out in its environmental strategy published in 2009 which is committed to long-term sustainability. For example, an industry goal is for 80% of energy requirements to come from non-fossil fuel sources by 2050, with an interim target of 20% by 2020.

During Mr Walsh’s time as SWA chairman, the industry has invested over £1 billion in its production and manufacturing capacity in Scotland. About 10,300 people are employed in the Scotch Whisky industry.

The landmark Scotch Whisky Regulations 2009 were also introduced to provide more robust legal protection, particularly for Single Malt, against fakes and to help the consumer. Scotch Whisky has now achieved extra legal protection as a ‘geographical indication’ in many markets, including China and India, which means it is recognised as a product that can only be made in Scotland.

Gavin Hewitt, chief executive of the SWA, said:

“I’d like to thank Paul Walsh for his sterling work, his commitment, ambition and his encouragement over the past four years. I look forward to working with a new chairman and vice chairman. Ian Curle will be taking on the role as chairman as the SWA enters a

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landmark year. Next year marks our Centenary during which we will celebrate Scotch Whisky and look to the opportunities and challenges of our next century.”

Pierre Pringuet, global chief executive of Pernod Ricard, will be vice chairman of the SWA.

Ends

Notes to editors

For more information contact Rosemary Gallagher, communications manager, Scotch Whisky Association on 0131 222 9230/0743 260 5385 or email rgallagher@swa.org.uk

Biographies

Paul Walsh is the chief executive of Diageo plc. He was appointed to this position in September 2000. Paul was chief operating officer of Diageo from January to August 2000.

Paul joined GrandMet’s brewing division in 1982 and became finance director in 1986. He held financial and commercial positions with Inter-Continental Hotels and in the GrandMet food business, becoming chief executive of The Pillsbury Company in 1992. Paul was appointed to the GrandMet Board in October 1995, and to the Diageo Board in December 1997.

Paul Walsh will remain on the SWA council.

Ian Curle is a graduate of Glasgow University where he gained a B.Acc (Hons). He undertook his CA training with Arthur Andersen & Co, qualifying in 1985. Ian then joined The Edrington Group in 1986, working in finance before moving into operations management. He was appointed group operations director in 1997 before taking on the role of chief executive in 2004.

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TOP TEN GLOBAL MARKETS FOR SCOTCH WHISKY - YEAR TO DATE TO END SEPTEMBER 2011

Export markets by value - January-September 2011 - £million

USA	£430.7m
France	£366.6m
Singapore	£221.8m
Spain	£165.3m
South Africa	£127.3m
Taiwan	£113.7m
Germany	£105.8m
South Korea	£105.1m
Brazil	£75.7m
UAE	£67.4m

Export markets by volume - January-September 2011 - litres of pure alcohol

France	39,409,542
USA	25,251,291
Spain	13,892,189
Singapore	12,929,588
India	10,937,847
Germany	10,328,272
South Africa	10,156,148
Brazil	9,998,033
Thailand	7,636,555
Mexico	7,127,570

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