



14 June 2006

## How to visit the home of your favourite dram!

If you have ever wondered where or how your favourite dram is made, a new 'Distilleries to Visit 2006' brochure published today by The Scotch Whisky Association (SWA) could be the answer.

From the source of the water to the shape of the still, a distillery tour will help to explain what makes every Scotch Whisky different. No two distilleries are the same. Each has a unique setting and story, as well as a distinctive way of doing things that has evolved over many years.

The SWA's 'Distilleries to Visit' guide provides information on over 40 distilleries and visitor centres open to the public, including opening times and the availability of disabled facilities.

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### Note to Editors:

Further information is available on the SWA website at [www.scotch-whisky.org.uk](http://www.scotch-whisky.org.uk). Copies of the brochure can be requested by calling 0131 222 9235.

Visitors to Scotland can also discover over sixty 'Scotch Whisky embassies' - restaurants, hotels and bars with trained staff - by visiting [www.scotlandwhisky.com](http://www.scotlandwhisky.com), the one stop shop for Scotch related tourism run by the 'ScotlandWhisky' tourism initiative.

The 'ScotlandWhisky' initiative is a partnership to promote Scotch Whisky related tourism supported by The Scotch Whisky Association, The Scotch Whisky Heritage Centre, Scottish Enterprise, Highlands & Islands Enterprise, and VisitScotland.

Every year, around one million people visit a Scotch Whisky distillery. Distilleries represent 23% of all Scotland's five star tourist sites, with sales from Scotch Whisky tourism attractions worth over £17m a year to the Scottish economy.

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