



19 April 2007

Visit the home of Whisky

Visitors to Scotland - the home of whisky - can find out what makes their favourite dram unique by visiting one of over 40 distilleries and visitor centres highlighted in a new 'Distilleries to Visit 2007' brochure published today by The Scotch Whisky Association.

A visit to a distillery takes you to the very essence of Scotch Whisky. It is an opportunity to learn more about a distinctive way of doing things that has evolved over centuries, to meet the people and experience what makes Scotch Whisky so special, and of course to enjoy the results.

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:

1. The brochure is available on the SWA website at www.scotch-whisky.org.uk. Copies can be requested by calling 0131 222 9235.
2. Every year, around one million people visit a Scotch Whisky distillery. Distilleries represent a quarter of all Scotland's five star tourist attractions, with sales at Scotch Whisky tourism attractions worth over £17m a year to the Scottish economy.
3. Visitors to Scotland can discover over sixty Scotch Whisky 'Embassies' - hotels, restaurants and bars with specially trained staff - by going online at www.scotlandwhisky.com, the one stop shop for Scotch related tourism run by the ScotlandWhisky tourism initiative.
4. Issued by David Williamson at the SWA (0131 222 9230 or 07730 496 151).