



Friday 6 November 2009

GREEN AWARD FOR GROUNDBREAKING WHISKY STRATEGY

Scotch Whisky distillers' commitment to environmental sustainability has been recognised at a leading business awards ceremony today (6 November 2009).

The SCDI Award for Excellence in Environmental Sustainability was presented to The Scotch Whisky Association (SWA), following the launch of the whisky industry's ambitious environment strategy earlier this year.

The first of its kind in Scotland, and described as 'pioneering' by the Scottish Government, the industry-wide strategy commits Scotch Whisky distillers to cut their use of fossil fuels by 80 per cent, an annual saving of over 750,000 tonnes of carbon dioxide by 2050.

Among other measures, the industry also aims to reduce significantly the average weight of packaging used, eliminate sending waste to landfill sites, source future whisky casks only from sustainable oak forests and to maintain the highest standards of water management.

The Scottish Natural Heritage sponsored award was presented at a Scottish Council (Development & Industry) Gala Dinner in Edinburgh, and aims to identify the Scottish organisation making the biggest contribution to sustainability and improving environmental performance.

Julie Hesketh-Laird, SWA's Director of Operational and Technical Affairs, said:

"Scotch Whisky is synonymous with the Scottish environment and the industry's reputation is built on a history of excellence - in our raw materials, our production methods and our brands.

"This award recognises the commitment and ambition of Scotch Whisky distillers to environmental sustainability and demonstrates industry leadership on this issue. Our industry-wide strategy makes good environmental and business sense. The industry is no newcomer to the environment, but our strategy and this award acknowledges the benefits of collective action across all our operations and supply chains."

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Note to Editors:

1. Please note embargo. Nothing to be published before 00.01 on Saturday 7 November 2009.
2. A copy of the Scotch Whisky Industry Environment Strategy is available at <http://www.scotch-whisky.org.uk/swa/106.html>.
3. For further information, please contact David Williamson at the SWA (0131 222 9230 or 07730 496 151).