



Wednesday 30<sup>th</sup> March 2011

**SCOTCH DELIVERS £109 A SECOND TO UK EXPORTS**  
**- Exports increase by 10% to £3.45bn in 2010 -**

2010 was a record year for Scotch Whisky exports, according to new figures published today by The Scotch Whisky Association (SWA). The performance confirmed Scotch Whisky as one of the UK's top exporting industries.

Global shipments were valued at £3.45bn, a 10% increase on 2009. Scotch Whisky exports have increased by 60% since the turn of the century, adding an extra £1.29bn in value.

Export value broke the £100 a second barrier for the first time, contributing an additional £10 every second to British exports compared to 2009 (£109 v. £99 a second).

The figures reflected continued premiumisation across the industry, with export value increasing despite a marginal decrease in volume (-2% to the equivalent of 1.06bn 70cl bottles). Export volume in 2010 was 7% (or 72m extra bottles) higher than in 2000.

The SWA reported encouraging growth across different Scotch Whisky categories. Single Malt exports increased by 18% (to £577m) and bottled Blended Scotch Whisky shipments rose by 5% (to £2.6bn).

Eight of the top ten markets grew in value, with a strong performance in the USA (+19% to £499m) which remained Scotch's largest export market by value. The 'BRIC' markets continued to develop, with exports growing to Brazil (+12% to £67m), China (+24% to £55m), India (+46% to £41m) and Russia (+61% to £31m).

**Gavin Hewitt, Chief Executive of the SWA, said:**

“Scotch Whisky is a world class industry that consistently delivers for the UK. Global exports increased for the sixth consecutive year and are now 60% higher in value than in 2000. This year's strong performance - contributing £109 a second to UK exports - demonstrates that distillers are playing a key role in export-led recovery.



“To help distillers build on a successful 2010, the SWA continues to work hard to secure fair access to Scotch Whisky’s export markets and better legal protection. We saw real progress on our trade agenda last year, including agreements for lower tariffs in South Korea and GI registration in China.

“This year we look to the successful conclusion of the EU-India free trade negotiations to deliver major improvements in the tariff and trading conditions for our members’ brands in India, a market offering significant future potential.”

- Ends -

Note to Editors:

1. The SWA figures derive from HM Revenue & Customs data. They are based on individual company declarations of the export customs value and volume of shipments to each market (which may not be the final destination of the consignment). The figures do not represent sales/consumption of Scotch Whisky in those markets.
2. A table showing the top ten export markets by shipment value and volume is attached.
3. For further information please contact Campbell Evans (0131 222 9231 or 07768 002 262) or David Williamson (0131 222 9233 or 07730 496 151) at the SWA.



## Summary of Scotch Whisky shipments by value on a regional basis (2010)

### **North America (+20% to £608m)**

The United States remained the industry's largest export market by value (+19% to £499m). Encouraging growth was also experienced in Mexico (+41% to £59m), which is now Scotch Whisky's 15<sup>th</sup> largest market.

### **Central & South America (-9% to £355m)**

The Brazilian market continued to develop (+12% to £67m) and is now the 11<sup>th</sup> largest export destination by value. However, the overall regional figure was lower due to the negative impact of continuing economic and political challenges in Venezuela (-46% to £63m).

### **European Union (0% at £1.26bn)**

Whilst the industry had another positive year in France (+4% to £422m), both Greece (-26% to £97m) and Spain (-15% to £268m) proved to be difficult markets due to the economic situation in those countries. Greek excise duty on Scotch Whisky, for example, was increased three times in 2010 as part of the government's austerity measures.

### **Asia (+32% to £716m)**

Exports to Asia experienced a strong year, with South Korea, a top ten market, returning to growth after a difficult 2009 (+36% to £153m). China continued to develop, with direct shipments up 24% to £55m.

### **Africa (+41% to £213m)**

Exports to South Africa account for nearly 80% of shipments to the region. Scotch Whisky enjoyed another good year in South Africa, with shipments up 56% to £169m.

### **Australasia (+3% to £72m)**

Australia is now ranked as the industry's 12<sup>th</sup> largest export market by value, with shipments of £65m, up 2% in 2010.



**Top ten export markets by value  
(Jan-Dec 2010 £ million)**

	<b>2010</b>	<b>2009</b>	<b>% change</b>
<b>USA</b>	499.3	418.7	<b>+19</b>
<b>France</b>	421.7	406.9	<b>+4</b>
<b>Spain</b>	268.4	315.8	<b>-15</b>
<b>Singapore</b>	220.8	167.5	<b>+32</b>
<b>South Africa</b>	168.8	108.2	<b>+56</b>
<b>South Korea</b>	153.1	112.5	<b>+36</b>
<b>Germany</b>	126.4	104.0	<b>+22</b>
<b>Taiwan</b>	107.4	85.1	<b>+26</b>
<b>Greece</b>	97.0	130.3	<b>-26</b>
<b>United Arab Emirates</b>	67.4	58.0	<b>+16</b>
<b>Total Exports</b>	<b>3,447.3</b>	<b>3,134.6</b>	<b>+10</b>

**Top ten export markets by volume  
(Jan-Dec 2010, millions of 70cl  
bottles)**

	<b>2010</b>	<b>2009</b>	<b>% change</b>
<b>France</b>	164.5	179.0	<b>-8</b>
<b>USA</b>	113.4	104.8	<b>+8</b>
<b>Spain</b>	75.2	87.5	<b>-14</b>
<b>Singapore</b>	49.4	51.9	<b>-5</b>
<b>South Africa</b>	43.5	50.0	<b>-13</b>
<b>India</b>	43.1	30.9	<b>+40</b>
<b>Germany</b>	42.1	36.0	<b>+17</b>
<b>Brazil</b>	35.2	29.9	<b>+18</b>
<b>South Korea</b>	35.0	35.9	<b>-3</b>
<b>Thailand</b>	31.1	23.4	<b>+33</b>
<b>Total Exports</b>	<b>1,061.8</b>	<b>1,086.9</b>	<b>-2</b>