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Efforts to promote responsible attitudes to alcohol recognised

Scottish efforts to promote responsible attitudes to alcohol are to be recognised this week as setting international best practice at a gathering of one hundred alcohol policy experts in Tokyo.

The conference - which aims to promote self regulatory best practice in the Asia Pacific region - will be addressed by The Scotch Whisky Association, following an invitation from organisers, the Washington-based International Center for Alcohol Policies (ICAP).

The invitation recognises the launch of the SWA's far reaching Code of Practice on Responsible Marketing and Promotion in 2005, which sets minimum standards for all Scotch Whisky commercial communications internationally, backed by an independent complaints process. The Code is considered as one of the toughest in the alcoholic drinks sector.

Speaking ahead of his presentation to delegates, Campbell Evans, the SWA's Director of Government & Consumer Affairs, said:

"We are delighted Scotch Whisky's international reputation as a product of the highest quality and prestige now also extends to being a leader in encouraging responsible attitudes to drinking. This invitation to address a range of top alcohol policy makers is a clear recognition of the lead we are taking in Scotland, in partnership with others, towards making irresponsible drinking socially unacceptable."

The successful launch of the SWA's Code of Practice was also recognised last week with its selection as a finalist in the 'Social or Environmental Initiative' category of the prestigious CBI Trade Association Best Practice Awards for 2006. The winner will be announced on 13 July.

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