



8th March 2007

Whisky manifesto for Holyrood launched

Scotch Whisky's social and economic importance across Scotland is being highlighted to Holyrood candidates, with the launch of The Scotch Whisky Association's 2007 election manifesto of industry priorities.

The Scotch Whisky Manifesto identifies four key areas for action by the next Scottish Executive and Parliament. Distillers are seeking cross party backing for:

- a partnership approach to promoting responsible attitudes to alcohol and tackling misuse;
- promoting the international competitiveness of Scotch Whisky; a global ambassador for Scotland which represents annual exports of £2.4 billion and supports over 40,000 jobs;
- new legislation to further codify the definition and presentation rules for Scotch Whisky, protecting consumers and the industry from unfair and misleading practices;
- a sustainable future for the distilling supply chain in Scotland.

Gavin Hewitt, SWA Chief Executive, commented:

"Scotch Whisky's continuing international success and future sustainability is crucial to thousands of jobs across our economy. In the next Parliament, we look to all political parties to work with distillers to protect and promote this vitally important Scottish industry and to make an effective partnership approach to tackling alcohol misuse a priority."

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The Scotch Whisky Manifesto is on-line at: <http://www.scotch-whisky.org.uk/swa/96.html>.

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