



11 January 2006

## New appointment promotes responsible drinking

Scotch Whisky industry efforts to promote responsible attitudes to alcohol have been strengthened this week with the appointment of Douglas Meikle as The Scotch Whisky Association's Alcohol Policy Manager.

Douglas will be responsible for further developing industry wide initiatives promoting responsible drinking. He will also run the SWA's Code of Practice on the Responsible Marketing and Promotion of Scotch Whisky, the toughest self-regulatory code in the alcoholic drinks sector.

Speaking on his appointment, Douglas Meikle said:

"2006 will be an important year as we work with other stakeholders in Scotland and beyond to create a society that regards irresponsible drinking as unacceptable. This requires a concerted, long term approach to education on responsible attitudes to alcohol and I am delighted to be taking forward the SWA's work in this vital area.

"Looking to the year ahead, a good resolution to start 2006 would be high profile, rigorous enforcement of the laws that already exist to stop sales to underage or intoxicated drinkers."

Douglas, who has over a decade's experience in the Scotch Whisky industry, much of it handling alcohol and society issues, joined the SWA in 2003 and has been working in its European Affairs Department. Douglas replaces Fenella Nicholson in the post.

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