



Wednesday 21st June 2006

Taste of Scotch comes to Moscow

Leading journalists in Moscow will have a unique opportunity to taste Scotland's national drink when The Scotch Whisky Association (SWA) hosts its first ever Scotch Whisky tasting in Russia today (21 June).

Introducing Scotch Whisky and what makes it so popular around the world, Gavin Hewitt, Chief Executive of the SWA, will host a celebration of Scotch Whisky in central Moscow. Guests will be taken through a tutored tasting of different Single Malt Scotch Whiskies from different regions of Scotland, and also learn more about Blended Scotch Whiskies.

The event, supported by The Scottish Executive and British Embassy, will be attended by Nicol Stephen MSP, the Deputy First Minister of Scotland, who is in Moscow this week to promote trade, investment, and education links between Russia and Scotland.

Russia is an important emerging market for Scotch Whisky. In 2005, it was the industry's 25th largest export destination by value, with Scotch Whisky exports to the market growing from £5m in 2000 to £20m in 2005.

Speaking ahead of the event, Gavin Hewitt, SWA Chief Executive, said: "Scotland, like Russia, has a long and proud distilling history, with Scotch Whisky globally renowned for being of the highest quality.

"With Russian consumers starting to enjoy Scotch Whisky in greater numbers, and Russia's eventual accession to the WTO likely to improve trading conditions for imported spirit drinks, we are confident the market will continue to grow in the future. We are therefore delighted to have this opportunity to host our first ever Scotch Whisky tasting in Moscow and to explain what makes Scotch so special."

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