



Wednesday 23 June 2010

## FRENCH LOVE AFFAIR WITH SCOTCH WHISKY CELEBRATED IN PARIS

Scotch Whisky's growing popularity in France - more than 5 bottles every second are shipped to the country - will be toasted at a reception in the British Ambassador's Residence in Paris tonight (Wednesday 23 June 2010).

Over 100 trade, business and media guests will attend a 'Celebration of Scotch Whisky' reception, hosted by Sir Peter Westmacott KCMG LVO, the British Ambassador to France.

A 12% rise in exports in 2009 confirmed France as Scotch Whisky's largest market by volume, with the equivalent of 179m bottles shipped. More Scotch Whisky is therefore sold in one month in France than Cognac in a year. Scotch Whisky also outsells traditional anise-based drinks and accounts for over a third of the total French spirits market.

2009 industry figures revealed that the value of exports to France has more than doubled to £407m over the last decade, with Scotch Whisky accounting for around a quarter of all Scottish exports to the market.

Ahead of the reception, the Scotch Whisky Association is holding a seminar for the European drinks trade explaining the impact of the new Scotch Whisky Regulations on the legal protection and international marketing of Scotch Whisky. The new law protects the authenticity of Scotch Whisky from copycat products and ensures consumers always receive clear information on labels about what they are buying.

**Gavin Hewitt, Chief Executive of The Scotch Whisky Association, said:**

"Scotch Whisky's continued success in France is a Scottish export success story, with French consumers appreciating the authenticity, flavour and heritage of our brands. Last year was a record one for Scotch Whisky distillers in what has become our largest market by volume.

"Our visit to Paris is also an opportunity to raise awareness of the Scotch Whisky Regulations across the European drinks trade. This important new law helps us to grow consumer knowledge by putting in place clear and consistent Scotch Whisky labelling rules."



Note to Editors:

1. The Scotch Whisky Regulations 2009 govern every aspect of the making, packaging and bottling of Scotch Whisky.
2. The trade seminar in Paris is the latest in a series of international events to promote the new Scotch Whisky Regulations, organised by the Scotch Whisky Association in collaboration with Scottish Development International, UK Trade & Investment and the British Embassy network.
3. The value of Scotch Whisky exports to France has doubled over the last decade, with shipment value growing from €245m (2000) to €493m (2009). (Note: HM Revenue & Customs figures record shipment not retail value.)
4. Global Scotch Whisky exports (€3.8bn) in 2009 were 3 times the value of Bordeaux wine exports (€1.3bn), 2.7 times Cognac exports (€1.4bn), and 2.4 times Champagne exports (€1.6bn) worldwide last year.
5. For further information please contact David Williamson on 07730 496 151 at the SWA.