



Monday 23 November 2009

## RIGHT BLEND FOR SCOTCH AS NEW WHISKY LAW COMES INTO FORCE

Landmark Scotch Whisky Regulations covering every aspect of the making, bottling, and labelling of Scotch Whisky come into force today (23 November 2009).

The far-reaching new rules provide robust legal protection for Scotch Whisky from imitations, whilst ensuring consumers receive clear and consistent information on bottle labels. Introduced by the UK Government, the Regulations reinforce the integrity of Scotch and will support the future growth of Scotland's largest export.

A new requirement to only bottle Single Malts in Scotland, tighter rules on the use of distillery names on bottle labels, and better protection of traditional regional names such as 'Highland' and 'Lowland', are among the measures introduced. Consistent labelling terms and rules will ensure consumers receive clear information about what they are buying.

The industry plans to use the Regulations as an opportunity to promote and grow understanding of the different categories of Scotch Whisky around the world.

**Paul Walsh, Chairman of The Scotch Whisky Association, welcomed the new law:**

“Protection and promotion of Scotch Whisky is at the heart of the new UK Regulations, which are in the best interests of whisky consumers, distillers, and the wider economy.

“Working with the UK Government and officials in Scotland, these Regulations are a major step forward and form the definitive statement of the rules on making, bottling, and labelling Scotch Whisky. The new rules have been welcomed across the industry, benefiting small and large distillers alike, and supporting the growth of both Single and Blended whiskies.

“Consumers around the world are passionate about Scotch Whisky. They recognise brands of the highest quality, which have built up a reputation that is second to none. This landmark legislation will help us to ensure they always receive the genuine article and help us to explain better to consumers why Scotch Whisky is so special.”



Note to Editors:

1. The Scotch Whisky Regulations (2009/2890) represent a definitive statement on the definition and presentation of Scotch Whisky. Full details of the new law can be found at [http://www.opsi.gov.uk/si/si2009/uksi\\_20092890\\_en\\_1](http://www.opsi.gov.uk/si/si2009/uksi_20092890_en_1).
2. The key provisions of the new law include:
  - Five categories of Scotch Whisky are defined for the first time; Single Malt Scotch Whisky, Single Grain Scotch Whisky, Blended Malt Scotch Whisky, Blended Grain Scotch Whisky, and Blended Scotch Whisky.
  - These compulsory category sales terms will be required to appear clearly and prominently on all labels.
  - A requirement to only bottle Single Malt Scotch Whisky in Scotland.
  - New rules to prevent the misleading labelling and marketing of Single Malt Scotch Whiskies.
  - A ban on the use of the term 'Pure Malt'.
  - A ban on the use of a distillery name as a brand name on any Scotch Whisky which has not been wholly distilled in the named distillery.
  - Protection of five traditional whisky regions of production; Highland, Lowland, Speyside, Islay, and Campbeltown.
  - A requirement that Scotch Whisky must be wholly matured in Scotland.
  - Clear rules on the use of age statements on packaging.
  - Designation of HM Revenue & Customs as the verification authority for Scotch Whisky.
3. For more information please contact Campbell Evans (0131 222 9231 or 07768 002 262) or David Williamson (0131 222 9230 or 07730 496 151) at the SWA.