

# Sustainable Scotch

Scotch Whisky is its environment - a natural product made only from cereals, water and yeast. UK, EU and international law protects this traditional process, underpinning Scotch Whisky's reputation for quality.

The industry's Environment Strategy, the first of its kind in Scotland, commits distillers to reducing fossil fuel use by 80 per cent by 2050. Annual CO<sub>2</sub> savings will be the equivalent of taking 235,000 cars off Scottish roads.

Targets include reducing average packaging weight, sending zero waste from packaging operations to landfill, only sourcing casks from sustainable oak forests, protecting our water supplies, and annual reporting. Scotch Whisky may be gold in colour but it is green in spirit.

# Tax at home

Two taxes are levied on the price of a bottle of whisky. Excise duty to which is added VAT. This means that the price of a bottle of Scotch Whisky is increased by and subject to a tax upon a tax.

Scotch Whisky is still taxed more heavily than other drinks in the UK. The SWA believes it is time to introduce a fair and responsible system - taxing all alcoholic drinks on the same basis, according to alcohol content.



Excise duty	6.66
VAT	1.62
Total Tax (76%)	8.28
Scotch Whisky (24%)	2.57
	<u>£10.85</u>

# Scotch Whisky facts 2009



- Exports generated £3.13 billion for the UK balance of trade, a record high.
- Exports earned £99 every second.
- Scotch Whisky is Scotland's leading export.
- 36 bottles were shipped overseas each second.
- 87 million cases were exported worldwide.
- Laid end to end they would stretch 31,635kms - or six times the distance between Edinburgh and New York.
- 10,300 employed in the Scotch Whisky industry - many in economically deprived areas.
- 35,000 jobs across Scotland are supported by the industry.
- £600 million contributed to the Exchequer in taxes.
- Some 19.5 million casks lie maturing in warehouses in Scotland.
- To be Scotch Whisky, the spirit must mature in oak casks in Scotland for at least 3 years.
- 108 distilleries licensed to produce Scotch Whisky.

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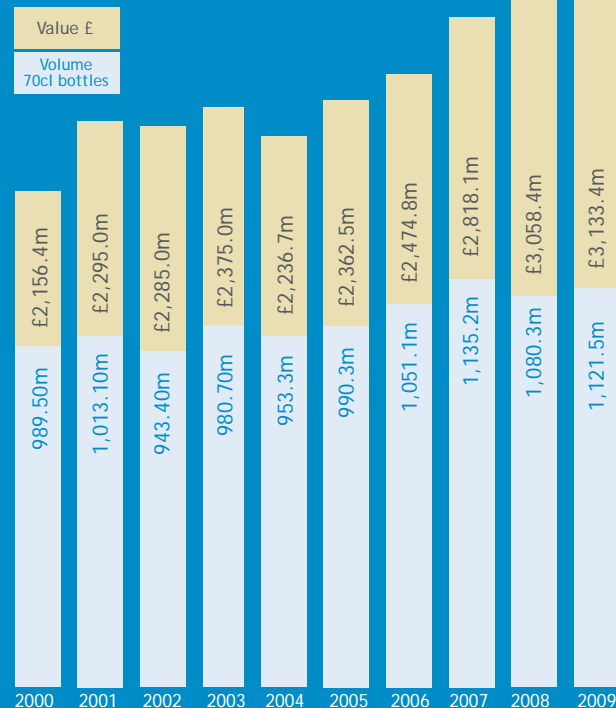
Scotch at a Glance  
2009

# Top 10 markets 2009

USA	£419m	120m*
France	£407m	179m
Spain	£316m	87m
Singapore	£167m	52m
Greece	£130m	29m
Venezuela	£116m	42m
South Korea	£113m	36m
South Africa	£108m	50m
Germany	£103m	35m
Taiwan	£85m	16m

\* 70cl bottles

# Exports over the last 10 years



# Did you know?

- Scotch Whisky accounts for a quarter of UK food and drink exports.
- Scotch Whisky is sold in 200 markets worldwide.
- Scotch Whisky sells nearly four times its nearest rival whisky.
- Over £1bn a year is invested across the industry's supply chain.
- £2.7bn in Gross Value Added contributed annually to the Scottish economy.
- Highest price paid at auction for a Scotch Whisky is £47,000.
- Drinkers in the UK often choose to enjoy it with just a little water, but in Spain they mix it with cola, in Japan Scotch is enjoyed with lots of water and ice, and in China with cold green tea.
- More Scotch is sold in one month in France than Cognac in a year.

# What are the five categories of Scotch Whisky?



# Scotch Whisky - matured to be enjoyed responsibly

- Distillers are committed to promoting responsible attitudes to alcohol. In partnership with others, our long term goal is to make irresponsible drinking socially unacceptable.
- The SWA enforces a strict Code of Practice on Responsible Marketing and Promotion of Scotch Whisky, which applies on an international basis.

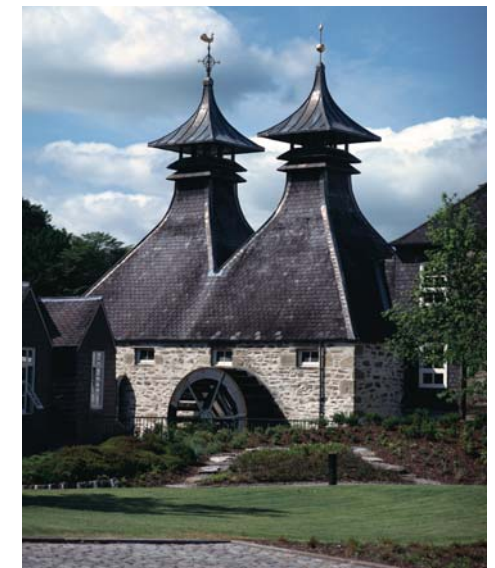
# Do you know what you are drinking?

**Question:** Which of the standard UK measures of alcoholic drinks pictured below contains the most alcohol?



**Answer:** They **all** contain the same amount of alcohol ie, equivalent to two UK units of alcohol.

For more information go to [www.drinkaware.co.uk](http://www.drinkaware.co.uk)



1.27m visits to a distillery in 2009