

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.

Distillers are committed to promoting environmental sustainability. The industry Environment Strategy, the first of its kind in Scotland, commits distillers to sourcing 80% of primary energy requirements from non-fossil fuel sources by 2050. Annual CO₂ 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 pristine water supplies, and transparent annual reporting. Scotch Whisky may be gold in colour but it is green in spirit.

Scotch Whisky Facts 2010

- Exports generated £3.45 billion for the UK balance of trade, a record high.
- Exports earned £109 every second.
- 34 bottles were shipped overseas each second.
- 83 million cases were exported worldwide.
- Laid end to end they would stretch 29,952kms – or nearly 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 the UK are supported by the industry.
- £600 million contributed to the Exchequer in taxes.
- Some 20 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.

Scotch at a Glance 2010

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 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	7.15
VAT	1.88
Total Tax (80%)	9.03
Scotch Whisky (20%)	2.24
	£11.27

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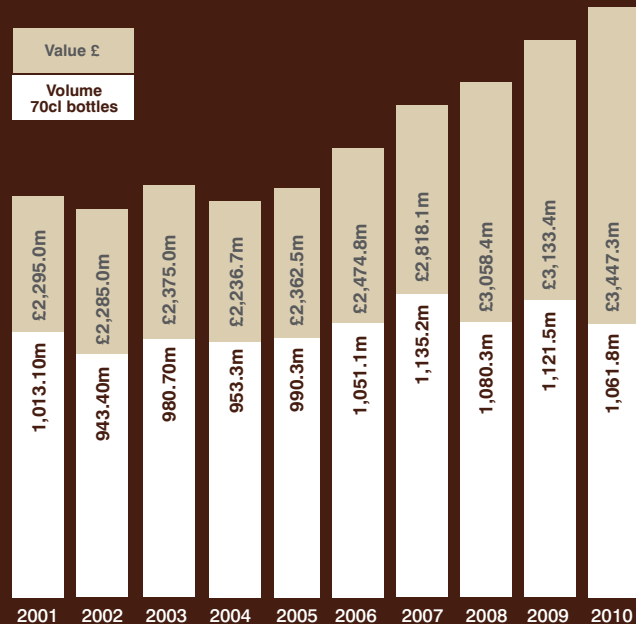


Top 10 markets 2010

USA	£499m	113m*
France	£422m	165m
Spain	£268m	75m
Singapore	£221m	49m
South Africa	£169m	44m
South Korea	£153m	35m
Germany	£126m	42m
Taiwan	£107m	18m
Greece	£97m	22m
United Arab Emirates	£67m	19m

* 70cl bottles

Exports over the last 10 years



Did you know?

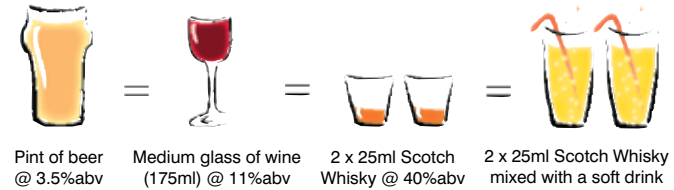
- Scotch Whisky accounts for a quarter of UK food and drink exports.
- **Scotch Whisky is sold in 200 markets worldwide.**
- Scotch Whisky sells three times its nearest rival whisky.
- **Over £1bn a year is invested across the industry's supply chain.**
- £2.7bn in Gross Value Added contributed annually to the Scottish economy.
- **Highest price paid at auction for a Scotch Whisky is £288,000.**
- 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.**

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

What are the five categories of Scotch Whisky?



1.28m visits to a distillery in 2010

