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SCOTCH WHISKY MARKS BETTER PROTECTION IN TURKEY

The extra legal protection granted to Scotch Whisky in Turkey is being recognised this week as part of a celebration of Scottish Food and Drink in Ankara.

The event at the British Ambassador's Residence marks Scotch Whisky's achievement in becoming the first foreign product to be registered and protected as a 'geographical indication' (GI) in Turkey. The GI confirms Scotch Whisky as a product that can only be made in Scotland. The registration will help ensure more effective protection for consumers and the legitimate trade from fake 'Scotch Whisky'.

A delegation from the industry's trade body the Scotch Whisky Association (SWA), including its chief executive Gavin Hewitt, will be attending the event in Ankara.

As well as celebrating the GI, SWA representatives will be meeting traders and officials in Turkey to discuss other steps which would benefit the industry and consumers.

Gavin Hewitt said: "We worked closely with the Turkish Government to receive GI status for Scotch Whisky. It means Turkish consumers, and tourists visiting the country, can be reassured that the product is the genuine article.

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“We will continue to work with the Turkish Government to address issues over market access for Scotch Whisky and other genuine spirits to try to find improvements, in particular to keep the market as free from fake and counterfeit alcohol as possible.”

Ends

Notes to editors

The problem of the availability of fake alcohol in Turkey came to the fore in June when Russian tourists in the resort of Bodrum were poisoned after consuming illicitly-produced alcohol and this led to a number of fatalities.

Last year the value of the Turkish market for Scotch Whisky was £21.6 million.

Geographical indications identify goods which have a given quality, reputation or other characteristic which is attributable to geographical origin. Scotch Whisky has received GI registration throughout the European Union and in other countries such as India, Panama, China, Vietnam, Malaysia and Thailand as well as Turkey.

For further information please contact Rosemary Gallagher, Communications Manager, Scotch Whisky Association on 0131 222 9230 or 0743 260 5385 or email rgallagher@swa.org.uk

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