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TURKEY PROTECTS SCOTCH WHISKY

Scotch Whisky has become the first foreign product to be registered and protected as a 'geographical indication of origin' (GI) in Turkey. This means consumers in Turkey will now receive better protection from fake 'Scotch Whisky' as a result of the decision by authorities formally to recognise Scotch as a product that can only be made in Scotland.

GI registration supports the integrity of Scotch Whisky as a product made in Scotland according to the Scotch Whisky Regulations 2009. Registration will make protection of Scotch Whisky through the courts considerably easier.

The problem of the availability of fake alcohol in Turkey was highlighted in June when Russian tourists in the Turkish Aegean resort of Bodrum were poisoned, resulting in some fatalities, after consuming illicitly-produced alcohol.

Alan Park, Legal Advisor at the Scotch Whisky Association, said:

"It's a breakthrough for the industry that Scotch Whisky has become the first foreign product GI to be registered in Turkey where there are around 150 domestic GIs. There is a huge demand for Scotch Whisky from discerning Turkish consumers and from tourists visiting the country. It is important that they have confidence in the quality and integrity of what they are buying."

Ends



Notes to Editors:

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 its geographical origin. Scotch Whisky has received GI registration in India, Panama, China, Vietnam, Malaysia and Thailand as well as Turkey. It also has protection in Europe through the European Union and in other parts of the world through various EU third country bi-lateral agreements.

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