



3 December 2008

Scotch is toast of Washington

Scotch Whisky will be the toast of Washington DC tonight as over two hundred guests join a 'Celebration of Scotch' at the British Ambassador's Residence.

Showcasing Scotch Whisky in its largest export market - the equivalent of 173 million bottles were shipped to the USA in 2007 - the evening will be hosted by Sir Nigel Sheinwald, HM Ambassador to the United States, The Scotch Whisky Association and the US Distilled Spirits Council.

Guests will be encouraged to learn more about their favourite dram in anticipation of a new Scotch Whisky law which will define the five categories of Scotch Whisky, including 'Single Malt' and 'Blended' Scotch Whisky. Scottish distillers will also be inviting guests to visit Scotland during 'Whisky Month' in May 2009 as part of the Homecoming Scotland celebrations.

Gavin Hewitt, Chief Executive of The Scotch Whisky Association, said:

"Tonight is about celebrating Scotch Whisky's long history in the USA, learning more about what makes each Scotch Whisky special, and to encourage those who love Scotch to visit Scotland, the home of whisky, next year during the Homecoming celebrations."

Note to Editors:

1. Scotch Whisky exports to the United States (2007) were valued at £419 million, making it the industry's largest export market by value.
2. A new Scotch Whisky law is expected to be implemented in 2009 and, among other things, will define and protect the five Scotch Whisky categories - Single Malt, Single Grain, Blended Malt, Blended Grain, and Blended Scotch Whisky.
3. May 2009 is 'Whisky Month', with a series of whisky-related activities planned to celebrate Homecoming Scotland, an initiative to encourage those of Scottish descent and 'affinity Scots' to visit Scotland next year. For further information on whisky-related Homecoming activities, see www.homecomingscotland.com.
4. For further information, please contact Campbell Evans (07768 002 262) or David Williamson (07730 496 151).