### **Scotch Whisky**

#### From humble beginnings to global success

The Scotch Whisky Association is the trade body for the Scotch Whisky industry.

- Established in 1912
- 70 member companies, including Diageo, Chivas, Edrington & William Grants
- Represent around 95% of industry production
- HQ in Edinburgh with office in London
- Promote and protect the Scotch Whisky industry at home and abroad



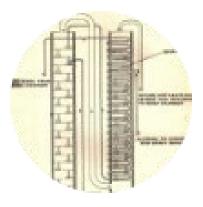
#### SCOTCH WHISKY ACCOUNTS FOR OVER

#### OF SCOTTISH FOOD & DRINK EXPORTS

cotch whisk

An Export Icon...

- Scotch Whisky is 20% of ALL UK food and drink exports
- The UK's trade deficit, already £153bn, would be 3% worse without Scotch Whisky
- Scotch is exported to 180 markets all over the world…







#### BOTTLES OF SCOTCH SCOTC

scotch whisk

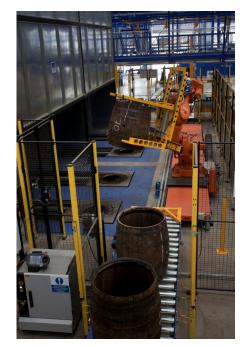
#### In 2016, 15, 357 bottles of Scotch Whisky were exported to Antarctica.



#### THE AMOUNT OF SCOTCH WHISKY ENJOYED GLOBALLY IS AS MUCH AS US, CANADIAN & IRISH WHISKIES COMBINED

A Modern Industry...

- 1994 marked the 500<sup>th</sup> anniversary of the industry and exports of Scotch reached £2bn for the first time
- The industry retains the craft and heritage of our past, but has employed modern industrial techniques
- Strong legal protection
- Robust environmental targets
- World-class tourist facilities





# MILLION VISITS TO SCOTCH WHISKY DISTILLERIES IN 2017

cotch whisk

# The Story of Scotch A sector environmental strategy...

COMPANY, IN

Powerful Partnerships

