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
The Story of Scotch
Nature in a bottle
SCOTCH WHISKY ACCOUNTS FOR OVER 70% OF SCOTTISH FOOD & DRINK EXPORTS
The Story of Scotch
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…
39 Bottles of Scotch Whisky are exported every second.
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.
The Story of Scotch
A Modern Industry…

- 1994 marked the 500th 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
1.9 MILLION VISITS TO SCOTCH WHISKY DISTILLERIES IN 2017
The Story of Scotch
A sector environmental strategy