

The New Scotch Whisky Regulations



Case Study for Feni

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The Scotch Whisky Association sends

Warmest Greetings !



to The Goa Feni Association

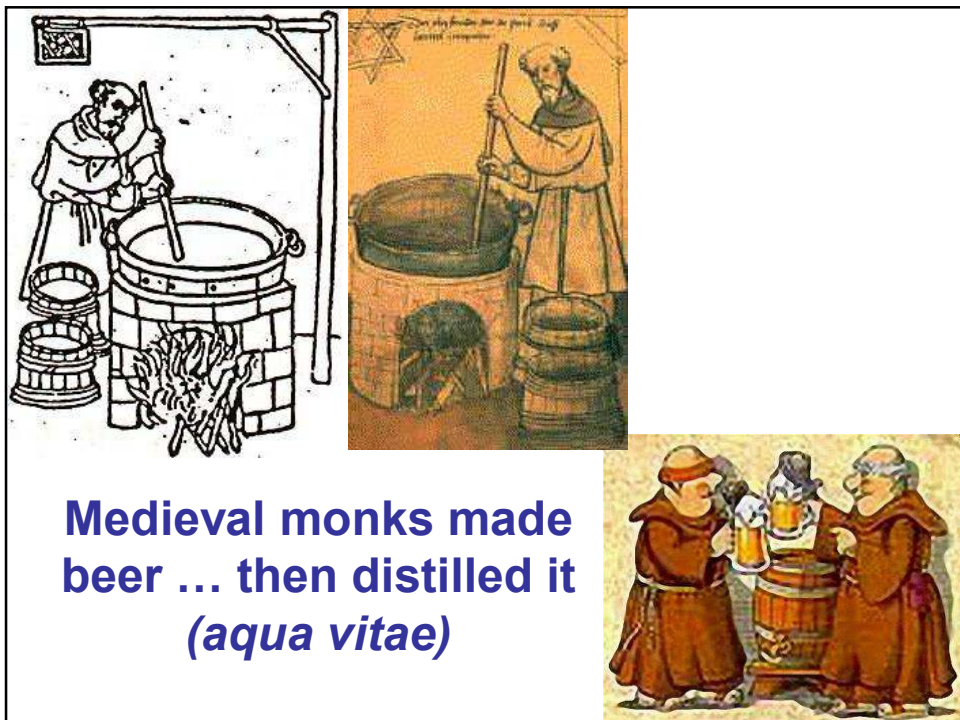
Congratulations on your GI registration for feni

& many thanks for your balanced taxation
of Scotch Whisky imports into Goa

Whisky
the water of
life

aqua vitae

uisge beatha



Medieval monks made
beer ... then distilled it
(aqua vitae)



The Illicit Highland Whisky Still, Sir Edwin Landseer, 1829

Whisky Wars

**Battles between
illicit distillers and
excisemen**

**“Tussle for the
keg”, by John
Petrie**

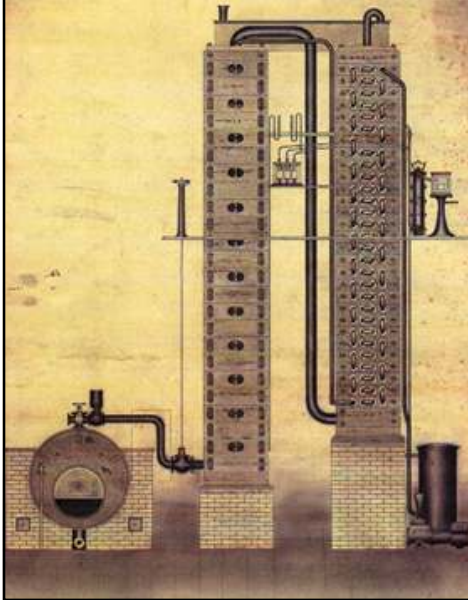


Capture of an illicit Highland still



Distilling today

The Continuous Coffey Still



Invented by William Stein in 1826

Patented by Aeneas Coffey in 1832

Produces grain spirit much faster than pot stills.

Used for grain whisky, vodka and gin.

Continuous Malt Whisky Still



Invented by Loch Lomond Distillery, 2006

Copper column still producing **malt** spirit from **100% barley**, much faster than pot stills

Banned by the SWA for "Scotch **Malt** Whisky"

"Not traditional batch distillation in pot stills"

www.defra.gov.uk

Consultation on Scotch Whisky Regulations 2008

December 2007

Cardhu Single Malt Whisky

Popular single malt whisky – BUT stocks were running low in 2002



before

after

Can you spot the difference?

Solution – issue as Pure (i.e. Blended) Malt Whisky

Background To Legislation

- Royal Commission on Whiskey, 1908-09
- Scotch Whisky defined post-Prohibition 1933
- Current definition
 - The Scotch Whisky Act 1988
 - The Scotch Whisky Order 1990

BUT

- No laws governing labelling of Scotch Whisky
- Labelling currently governed by convention

Aims of Legislation

- Additional protection for Scotch Whisky
- Protect consumers from misleading labelling
- Provide consumers with information about each Scotch Whisky
- Provide a platform for marketing each category of Scotch Whisky

Categories of Scotch Whisky

- Not currently defined
- Wide variety of descriptions on labels
- Consumer confusion
- Each category should be clearly labelled and marketed on its own merits

Descriptions of Blended Scotch Whiskies



SCOTCH WHISKY



OLD SCOTCH WHISKY



PREMIUM SCOTCH WHISKY



FINEST SCOTCH WHISKY

Descriptions of Blended Scotch Whiskies



MATURE
SCOTCH WHISKY



A BLEND OF THE PUREST
OLD SCOTCH WHISKIES



SINGLE BLEND



DOUBLE SINGLE
SCOTCH WHISKY

Descriptions of Blended (Vatted) Malt Whiskies



VATTED MALT



PURE MALT



VINTAGE MALT



FINEST MALT

“Pure Malt” also used on Single Malts



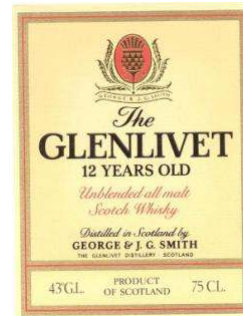
PURE SINGLE
MALT



PURE SINGLE
MALT



PURE MALT

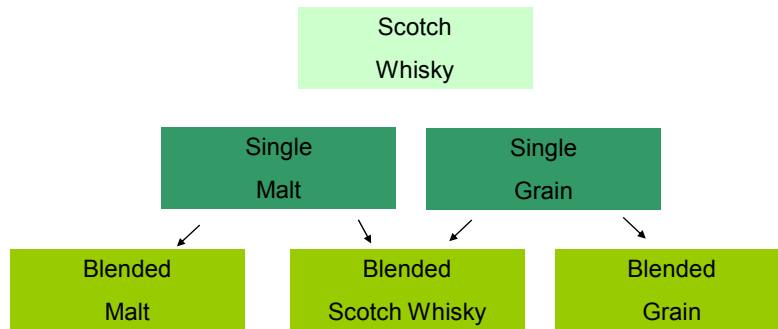


UNBLENDED
ALL MALT

The Problem/The Solution

- Most consumers do not understand the different categories of Scotch Whisky
- Categories are now defined. Compulsory to use category description on label
- Consumers will better understand Scotch Whisky categories
- Education programme very important (swa)

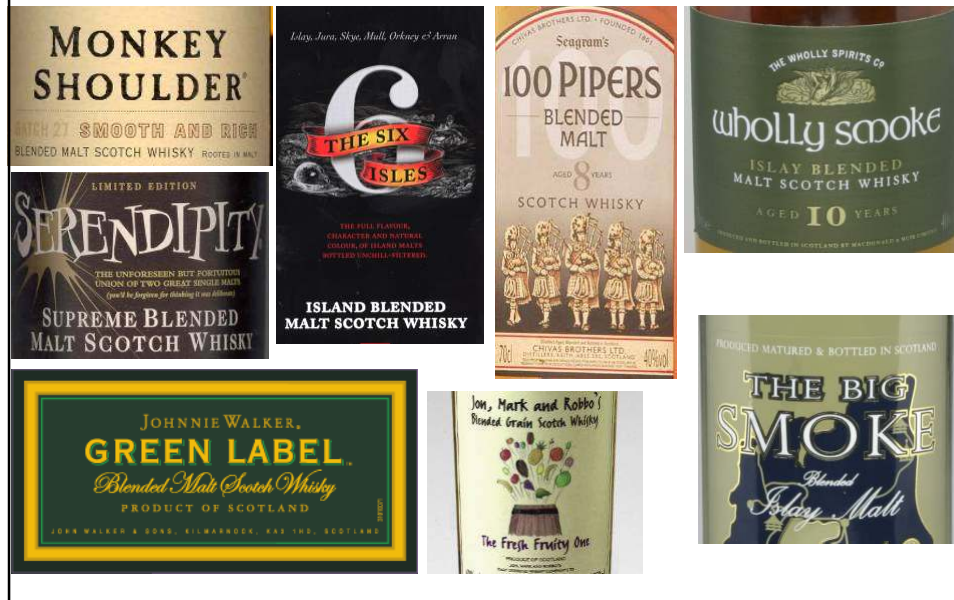
Categories Defined



Blended Malt Scotch Whisky

- Vatted Malt - hardly ever used
 - not understood
 - unattractive
- Pure Malt - meaning unclear
 - confusing
- Blended Malt - means 'more than one'
 - compatible with EU law

“Blended Malts” Doing Well

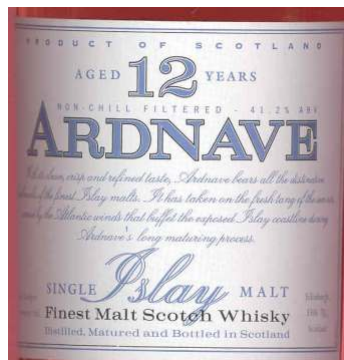


Regional Names Protected

- Traditional names defined – Highland, Lowland, Speyside, Campbeltown and Islay
- Protection in UK law means they can be more easily protected worldwide

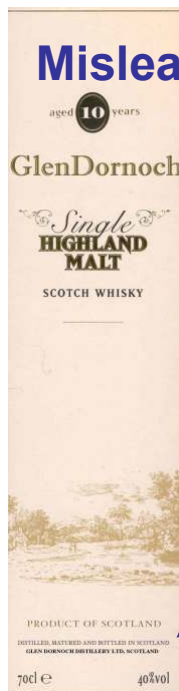
Misleading Marketing of Single Malts

Unfortunate practice in the past of adopting brand names for Single Malts which sound like the name of a distillery



A consumer thought this Single Malt had been distilled at Ardnave distillery because of the brand name.

Misleading Marketing of Single Malts

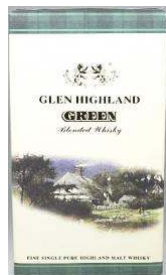


Problem worse if company or trading name used, such as Glen Dornoch Distillery Ltd

Misleading Marketing of Single Malts Prohibited

- Test - Is label misleading for consumers?
- Deception cannot be justified on any basis.

Whisky passed off as Scotch



CHINA



AUSTRALIA



CANADA



NETHERLANDS



INDIA



Questions?