



# MEMBERSHIP BENEFITS & SERVICES PACK

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## MEMBERSHIP OF THE SCOTCH WHISKY ASSOCIATION

The Scotch Whisky industry has been over 500 years in the making, and we are proud that Scotland's national drink is also a global spirit, enjoyed from Bogota to Beijing, New York to New Delhi.

We strive to deliver the best possible global business environment for Scotch Whisky, in order to ensure Scotch Whisky continues to be the world's premier whisky and consumers' spirit of choice.

To achieve this, we work closely with our member, with the UK and Scottish governments, International governments, and other partners to shape the future of Scotch.

Our 2018-2023 Strategy sets out our goals over an important period in the industry's history, and its future. From Brexit to trade barriers, environmental leadership to alcohol policy and legal protection, the SWA exists to smooth the way for Scotch, and support our members to overcome challenges and harness opportunities.

Our strategic goals are:

- Enhance the industry's position through and beyond Brexit
- Secure the sustainability of the industry
- Create the circumstances for global growth

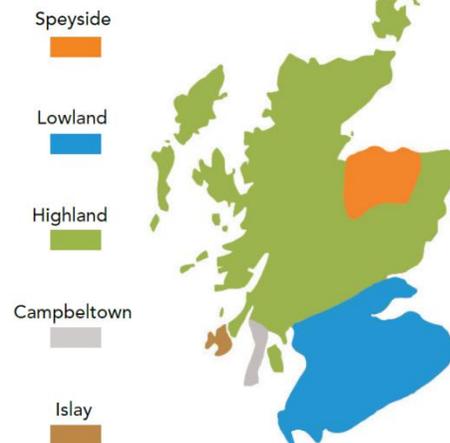
The services and benefits we offer are all targeted to the delivery of these goals and confront new challenges like COVID-19, coordinating the industry's response in Scotland, the UK and export markets.

This guide sets out the benefits of SWA membership – our people, our services, and our expertise.

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## The 5 Scotch Regions



## Did you know?

- Scotch Whisky is exported to 180 markets around the world
- More Scotch is enjoyed worldwide than American, Canadian and Irish whiskies combined
- Scotch Whisky accounts for 70% of all UK food and drink exports
- The term 'whisky' comes from the Gaelic 'uisge beatha' or 'usquebaugh' meaning 'water of life'
- Drinkers in the UK often choose to enjoy Scotch with just a little water, but in Spain they mix it with cola, in China with cold green tea, and in Brazil with coconut water
- The earliest reference to distilling in Scotland appears in the Scottish Exchequer Rolls in 1494



**42** BOTTLES OF SCOTCH WHISKY ARE EXPORTED EVERY SECOND

## The Economic Impact



## The 2019 Exports





## WHY JOIN THE SWA?

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

With over a century's experience of looking after the interests of this iconic industry, we are recognised as one of the leading trade associations in the UK and are a respected and recognised voice in markets around the world. Our Edinburgh headquarters and London team are home to around 40 members of staff formed of five teams – Industry, International, Legal, Strategy & Communication and Corporate Services.

We represent over 80 member companies from global spirits producers to family-owned firms, established distillers to start-ups, who together account for the majority of Scotch Whisky production. Our members own hundreds of brands and thousands of expressions enjoyed in around 180 markets worldwide. We have a passion for Scotch Whisky and care about our members' interests, both at home and abroad. We work hard to create the best possible business environment so all members, small and large, can grow their business and reach their full potential.

The Association also seeks to support the reputation of the Scotch Whisky industry worldwide, among consumers, institutions and stakeholders and prevent attempts to unfairly take advantage of that reputation. We love hearing from our members and encourage producers of all sizes to participate on general Scotch Whisky issues. You can do that through the Committee and Working Group structure and the annual membership event, which cover discussions on a wide range of issues such as:

- How we can influence the regulatory and tax environments so that they improve competitiveness, profitability, and productivity. That could include action to secure a more competitive tax rate in the UK through the SWA's high-profile excise duty campaigns
- The rules and frameworks that allow Scotch Whisky to trade freely and compete equally with other alcoholic beverages anywhere in the world; including market reports and insights
- Sharing best practice on occupational health & safety, environmental matters and skills and workplace diversity
- How we can build constructive relationships with national governments and international institutions on the role alcohol plays in society; this also includes promoting responsible consumption and participating in action to tackle misuse
- Ensuring the integrity of Scotch Whisky is protected on a global basis

Join us and learn more about what the Scotch Whisky Association can do for your business.



## MEET THE SWA TEAM

Our staff have a wealth of experience and expertise to draw on and they use it to support our member companies at every turn.

### INDUSTRY

Our industry team focuses on achieving a regulatory framework at home which keeps our industry sustainable and competitive. Our work spans from the development of cereal varieties to the customs and excise controls required to export bottles around the world. This covers a wide range of areas, such as securing a fairer and more efficient system of taxation, and the delivery of our ambitious sustainability strategy. The team also works on ensuring the sector is an attractive place to work by collaborating on skills and workforce issues and continuous improvement of occupational health & safety.

### INTERNATIONAL

Our international team supports the global growth of Scotch as a quality product consumed in 180 markets around the world. The team helps prevent and improve market access issues faced by our member companies in exporting Scotch Whisky. This can include issues such as customs requirements, definitions of whisky, taxation of Scotch in relation to other spirits or labelling requirements. The international team also includes an EU and Brexit team who are responsible for coordinating the industry's response to, and preparation for, the UK's new relationship with the EU.

### LEGAL

Our Legal team is primarily responsible for the worldwide protection of Scotch Whisky. At any one time, the team will be handling many cases in courts around the world, many more investigations and a substantial trade mark case load.

### STRATEGY & COMMUNICATION

Our Strategy & Communication team leads on political engagement, particularly with the Scottish and UK governments, and our external communications. The team is home to our economic, membership services and Information Management & IT units and responsible for the SWA's digital transformation programme.

### CORPORATE SERVICES

Our Corporate Services team are responsible for the organisation's finance, facilities management, and administrative operations; their team of administrative officers provide invaluable support to all SWA teams.



## COUNCIL & COMMITTEES

The Scotch Whisky Association is governed by a Council made up of 16 senior executives from our member companies. It sets the strategic direction and agrees the overall policy of the SWA. It meets four times a year.

In 2019, a Members' Forum was formed to enable the full membership of the SWA to feed into the work of the Council. It meets four times a year to discuss current issues affecting the industry. A member of the Forum is nominated to sit on Council to represent the views of the group.

The Council appoints a number of Committees for advice on different aspects of its work, which offers members the opportunity to shape the work of the SWA and the future direction of the industry.

**INDUSTRY COMMITTEE** meets twice a year to discuss strategic issues concerning the industry's sustainability, and operations (e.g. environment, science, occupational health & safety, career development, infrastructure, raw materials), and to set strategic direction/review progress for issue-based Working/Expert Groups, which meet as/when required.

**INTERNATIONAL COMMITTEE** meets three times a year to discuss strategic trade issues, to set strategic direction and to review progress. Every year, the Committee agrees market-focused Working Groups according to priorities. The Brexit Working Group reports into this Committee and meets on an ad-hoc basis. There are market specific Working Groups for markets such as Africa, India, Latin America, and the US.

**GOVERNMENT RELATIONS COMMITTEE** meets twice a year to develop and recommend strategic policies to the Council in relation to the SWA's government relations in Holyrood and Westminster. It advises on how to positively engage with political stakeholders and considers the wider reputation of the Association and the Scotch Whisky industry, supports the delivery of the SWA's 2018-2023 Strategy, with particular focus on a competitive regulatory and tax environment in the UK and alcohol policy.

**WORKING GROUP ON THE PROTECTION OF SCOTCH WHISKY & DEFINITIONS** meets when required and reports directly to the Council to advise on matters which impact the integrity of Scotch Whisky worldwide.

**FINANCE COMMITTEE** meets twice a year. It considers audit findings and the Association's Statutory Accounts, scrutinises the SWA's budget, recommends the budget to Council, takes decisions, and provides guidance on financial matters and other issues relating to the functioning of the SWA.



## SWA SERVICES, ADVICE & GUIDANCE

The SWA provides a range of services, advice, and guidance applicable to the industry.

### Market Information Database

Members can gain access to our online database providing in-depth market reports, updates on tariffs and taxes, labelling and more for over 180 global markets.

### Industry Statistics

Currently under development – new features will include global and regional charts showing high level export figures linking through to the relevant market summary for more in-depth market data; a report generator to design your own reports and also stock, production, and employment reports to help monitor key metrics of the industry using information collected from our members.

### Label Design

If you want to check your label complies with the 2009 Scotch Whisky Regulations, our Legal team is on hand to provide guidance.

### New Product Development

For any queries regarding new products or potentially innovative practices our knowledgeable Legal team will be happy to help to check compliance with the law.

### Learning Gateway

Members can access multiple courses or training materials relating to both the industry and business. This area will continue to grow as we gather more learning opportunities.

### Cereals Technical Note

We have developed a Cereals Technical Note that brings together details of distillers' cereals needs and offers some context about cereals place in the Scotch Whisky industry. Much of the information is already freely available, though bringing it together into one place provides a handy reference guide for industry employees as well as the supply chain. This high valued report is used throughout our extensive supply chain.

### Marketplace

The Marketplace on our Members' Portal pulls together opportunities and services that might be of interest.

These include export opportunities from companies overseas who wish to import Scotch, Sponsorship opportunities – a chance to highlight your product at ambassadorial and other events plus a list of suppliers of products & services who offer a wide variety of services and tools to the industry.



## SWA SERVICES, ADVICE & GUIDANCE

### HMRC Compliance

Members can get in touch with our Industry and Legal teams, experts with HMRC compliance, to assist or put them in touch with other members who have had similar experiences. The SWA is in regular and direct contact with key officials in HMRC.

### Health & Safety Information

Members can participate in our accident statistics survey and access our health & safety resource materials such as 'The Management of Flammable & Explosive Atmospheres in the Scotch Whisky industry' guidance and more.

### SWA Newsletter

This quarterly update on events and news on the SWA and the industry gives you an opportunity to catch up with some of the work which has been going on.

### Consultations

We regularly monitor and respond to government consultations which may impact the sector. We can offer guidance to members that want to participate in consultations to help formulate and shape an industry-wide response.

### Relationship Management

Provides members with an opportunity to build a relationship with a specific point of contact in the SWA who can help with enquires and link to relevant SWA teams as necessary.

### Campaigns

From a more competitive rate of excise duty in the UK and the re-introduction of duty free, to breaking down barriers to trade in overseas markets, we are a highly effective campaigning organisation with a track record of success.

### SWA Publications & Research

The SWA provides a range of publications and research data which can be used by member companies to train employees or use with external shareholders.

- Distilleries to Visit
- Scotch Whisky Distillery Map
- Scotch at a Glance
- Scotch Whisky Questions & Answers
- Budget Submissions
- Scotch Whisky Export Analysis
- Economic Impact of Scotch Whisky Production in the UK
- Scotch Whisky Sustainability Strategy
- Matured to be Enjoyed Responsibly



Our events provide invaluable opportunities for members to network, develop policy and share best practice.

### Members' Event

Our annual event to showcase the spirit of Scotch Whisky, brings together senior representatives from SWA member companies with politicians from Holyrood and Westminster, business organisations and other key stakeholders. It provides an opportunity to position the industry at the heart of Scotland and the UK's economies, as a driver of Scottish food & drink export success and as an environmental leader.

We also offer an opportunity to sponsor this event. This allows for suppliers to work in partnership with us to promote their organisation and benefit from significant profile through interaction with our members network.

### Ad-hoc Workshops and Seminars

We help facilitate topic-based workshops/webinars to one-off policy-focused seminars, on topics such as Ventilation Requirements in Maturation Warehouses, International Trade, Food Contact Materials, Diversity & Inclusion and Brexit. These events provide an excellent platform for networking and opportunities to discuss the latest challenges facing the industry.

### Parliamentary Receptions

The SWA hosts a number of parliamentary receptions in Edinburgh and London for its members to network with Parliamentarians and celebrate the industry's success and priorities as it looks towards future growth.

We also advertise other various business events that may be of interest to our members including international trade shows, sponsorship opportunities, business council events, e.g. China Britain Business Council – Meet the Buyer etc.



## SCOTCH WHISKY ACTION FUND

The Scotch Whisky Action Fund is part of the industry's commitment to promote responsible drinking and tackle alcohol-related harm.

Launched in December 2013, the Fund provides £100,000 per annum to support innovative projects and initiatives that deliver targeted interventions to tackle alcohol-related harm in Scotland.

In its first five years of operation 50 awards were made. The projects supported come from across Scotland, from Orkney in the North, the central belt, Islay in the west, to Dumfries and Galloway in the South.

Each project produces a report setting out what was achieved against the aims set. We produced a consolidated 'report 'Scotch 'Whisky Action Fund, tackling alcohol-related harm, the first five years', giving a brief overview of the projects that had been supported.





The SWA's website is our platform to promote the industry, deliver key messages and launch campaigns. It is designed for use by multiple audiences; whether that's influencing politicians and policy makers, providing quick facts and position statements for media, a resource for members or informing whisky enthusiasts about the story of Scotch, ways to enjoy it and how to visit distilleries.

We are also active on social media, engaging in debate and ensuring the industry's voice is heard. You can follow us on Twitter, Instagram, and LinkedIn.

### Member Portal

Our member-only portal, the SWA HUB, is an online community giving members access to:

- Guidelines and codes of practice relating to the operational and technical aspect of the industry including HMRC compliance, sustainability strategy, health, and safety and more;
- Our Market Information database with in-depth intelligence and updates on tariffs and taxes, labelling, packaging, import documentation for over 180 global markets;
- Our Industry Statistics database, currently in development, holding Scotch Whisky exports for over 180 world markets together with stock, production, and employment figures for the industry (as collected from members);
- Information on key consumer issues such as alcohol and health;
- Legal guidance on a range of issues including the Technical File for Scotch Whisky, Verification, and new product development;
- Updates on SWA Committees and Working Group activities;
- Consultations affecting the industry;
- Marketplace providing export and sponsorship opportunities and a list of potential suppliers of products & services for the industry;
- Details of press, digital and social media opportunities to help us showcase the industry;
- Our Learning Gateway providing members with courses and training materials relating to the industry and business.

## The Scotch Whisky Association

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