



Scotch Whisky:

A domestic foundation for global success

Our 2024 **Manifesto**





Scotch Whisky: Delivering across the UK

Scotch Whisky is enjoyed around the world and we all share the desire to ensure it is enjoyed responsibly and sustainably for generations to come.

For centuries the craft and skill that goes into every bottle has been honed and nurtured. 66,000 people now work supporting our industry to innovate and grow, delivering the highest quality spirit to be savoured in homes and bars across every continent.

That the industry ships over 40 bottles a second to over 180 markets and contributes £7.1bn to the UK economy each year didn't happen by accident - and it cannot be taken for granted.

As we look ahead to this year's election, we put forward a simple ask - **help us build the domestic foundation to achieve global success.**

The next government has an opportunity to ensure the next chapter of the Scotch Whisky story is one of partnership, shared ambition, and one that delivers for people across the UK, and our planet as we continue our path to net-zero, and the prosperity of the nation.



We want all the parties to champion our great exports like Scotch Whisky, ensuring it has the support it needs in the UK to deliver the growth and investment to see it flourish, deliver on its sustainability objectives, and play a leading role in promoting Scotland and the UK around the world.



£7.1
Billion

GVA contribution to
the UK economy

Reaching Net Zero: Sustainability Investment

The industry has an ambitious sustainability strategy covering four key areas: water, responsible land use, circular economy and our climate impact, and emissions reduction. We want consumers around the world to have the confidence that when they pick up a bottle of Scotch Whisky, it is made as sustainably as possible.

We have had ambitious environmental strategies in place since 2008 and have met or exceeded almost all our stated targets during this time. Through a continual review process, including setting new stretching targets across our priority areas, the industry seeks to always challenge itself to do more, but it needs government to make the policy decisions necessary to support this. We need government to have a clear focus on sustainability objectives. A single approach across the UK that delivers increased availability of recycled glass for manufacturers and promotes kerbside collection as the most effective form of recycling for consumers. Government also needs to break down its silos and ensure policy is aligned in the delivery of our shared sustainability objective. That objective is decarbonisation, and to achieve it our primary ask is:



Give us the access to decarbonise our energy use:

A focused solution from government on grid connectivity and capacity to support increased decarbonisation and access to the energy grid.



36%

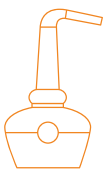
switch from fossil fuels,
and 13% increase in energy
efficiency between
2008-2020

Export Growth: Breaking new ground

Last year, over 40 bottles of Scotch Whisky were shipped from Scotland around the world each second. Over 2m people visit the industry each year, collectively the top visitor attraction in Scotland. From tours to hospitality businesses in communities throughout Scotland, businesses of all sizes benefit from the role the industry plays as part of Scotland's global brand.

To deliver on our global growth, and play an increased role in attracting people to the UK, we need government to be at the table in making the case for the UK's interests and take a more active role in the WTO, WHO, and with the EU to ensure decisions support our growth and avoid unnecessary trade and regulatory barriers. Government needs to recognise the majority of those who drink do so responsibly and to focus action on tackling harmful drinking with a commitment to recognising the alcohol industry as an equal partner in tackling harmful drinking.

To deliver on our shared objectives, we need the UK to focus on high growth economies, including India, where significant tariffs remain. Government needs to work with us to support our shared export ambitions and enhance the recognition of the UK. We also need the UK to ensure the Scotch Whisky industry does not pay the price of trade disputes not of our making. To achieve it our primary ask is:



Deliver the permanent removal of US tariffs: We need the permanent removal of the 25% tariffs on Single Malt Scotch Whisky tariffs. The suspension of those tariffs is due to expire in June 2026 and their permanent removal, ensuring the industry is not hit again with punitive tariffs in trade disputes, is vital.



25%
of all UK food and drink exports are Scotch Whisky

Tax fairness: Back growth & investment

The Scotch Whisky industry supports 66,000 jobs throughout the UK, 41,000 in Scotland, and directly employs 14,000 people, 8,000 of whom are in our rural communities. The industry is an important part of Scotland's global identity and our commitment to invest, to ensure our long-term sustainability, and to protect and grow our global market will hopefully see us thrive for generations to come.

It is critical for the Scotch Whisky industry that the UK offers a competitive business environment in which to grow businesses and develop commercial opportunities. Since 2018, during a period of excise duty freezes, we saw the industry invest over £2bn in Scotland and the creation of 24,000 more jobs throughout the UK at a time when the industry also contributed more to Treasury revenue.

To deliver on our objective of encouraging responsible drinking we want our tax system to recognise that alcohol is alcohol and not discriminate against spirits. It is important to recognise the majority of those who choose to drink do so within the Chief Medical Officers low-risk drinking guidelines, and those guidelines do not discriminate against alcohol categories but our tax system does. To achieve it our primary ask is:



Reduce the excise duty burden on spirits to the EU average by the end of the Parliament: Support our industry to invest, grow our exports and our workforce, and deliver increased revenue to the Treasury.



73%

Of the average price bottle of Scotch Whisky sold in the UK is claimed in Tax. The highest tax rate in the G7 and fourth highest in Europe.

MADE TO BE MEASURED

Savour your Scotch, and keep within the weekly guidelines of not regularly exceeding **14 units of alcohol** per week.

25 ml
40%
ABV

1 UNIT



**For further information
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