



Scotch Whisky Association

Membership Benefits & Services Pack



scotch whisky
association

Shaping the Future of Scotch Whisky Together

Scotch Whisky is one of Scotland's greatest global success stories. Its continued strength relies on a competitive, resilient, and united industry. As the trade body for the Scotch Whisky industry, the Scotch Whisky Association (SWA) exists to protect, support, and champion our members at home and around the world.

Membership places your business at the heart of the industry's collective voice. It gives you the intelligence, influence, and expert support needed to operate with confidence and seize new opportunities in a fast-changing global landscape.



About the SWA

We represent more than 90 companies, accounting for over 91% of all Scotch Whisky production. Our 40+ colleagues in Edinburgh and London work across five specialist teams: Industry Sustainability, International, Legal Affairs, Strategy & Communications, and Corporate Services.

Our values, Curiosity, Respect, and Accountability guide how we work, collaborate, and advocate on behalf of our members. Joining the SWA means joining a community committed to protecting the integrity of Scotch Whisky, strengthening the industry's global position, and shaping a sustainable future for generations to come.

Why Membership Matters

The Scotch Whisky industry operates in a complex global environment shaped by regulatory change, shifting market access conditions, sustainability demands, and increasing competition.

Membership of the SWA helps you to:

- Protect your ability to operate through collective action on regulation, compliance, and industry standards
- Influence government and key stakeholders with a single, credible, and respected industry voice
- Stay ahead of global risks and opportunities through intelligence, insight, and expert guidance
- Shape the future of the industry by contributing to policy development, strategy, and governance



Our Core Member Services

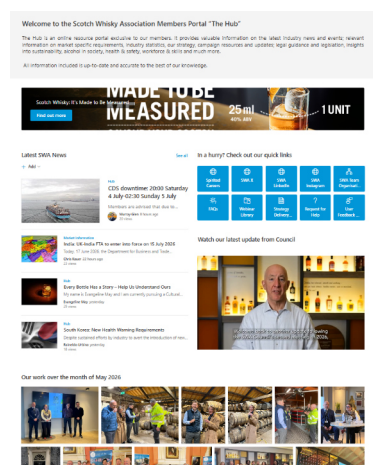
Our services are designed to strengthen knowledge, influence and collaboration across the industry. They help members navigate challenges, stay compliant, and make informed decisions while ensuring the industry speaks with a strong, unified voice.

The Hub: Our Members' Portal

The Hub is our online portal and the central resource for everything our members need. It brings together:

- Market data and industry statistics
- Policy insights and regulatory updates
- International market access intelligence
- SWA campaigns and consultation responses
- Suppliers of products and services

Designed to keep members informed, supported, and connected, The Hub is one of our most valued services saving members time and providing reliable, up-to-date information.



Advocacy & Influence

Advocacy is one of the primary reasons companies join the SWA.

We represent the industry on major issues including:

- Excise duty and taxation
- Trade barriers and customs requirements
- Extended Producer Responsibility (EPR)
- Marketing and labelling restrictions

We influence policy and regulation and support members with political and parliamentary engagement. We coordinate industry positions, briefings, and consultation responses to ensure government hears a clear, united voice.

Our work helps secure a stable, competitive environment for Scotch Whisky to thrive.

Engaging on Alcohol Policy & Promoting Responsibility

We build constructive relationships with national governments, international institutions, and public-health stakeholders to ensure balanced, evidence-based discussions about alcohol's role in society.

Our work includes:

- Promoting responsible consumption
- Supporting initiatives to tackle alcohol misuse
- Ensuring Scotch Whisky is represented in global policy debates
- Advocating for proportionate, effective regulation

This engagement protects the industry's reputation and ensures its voice is heard in key societal discussions.

Expert Support & Compliance

We help members operate confidently within the Scotch Whisky regulatory framework. We provide:

- Legal guidance on compliance and protection of Scotch Whisky
- Support on labelling, verification, and product development
- Advice on new or innovative production processes
- Guidance on intellectual property and global whisky definitions

International & Market Access Support

Scotch Whisky is enjoyed in 180 markets worldwide. We work to ensure members can access those markets with confidence.

We support members by:

- Tackling tariff and non-tariff barriers
- Addressing customs, taxation, and illicit trade issues
- Advocating for beneficial UK trade deals
- Providing market access intelligence and updates
- Supporting compliance with overseas labelling and regulatory requirements

Our work helps safeguard Scotch Whisky's global reputation and unlock new opportunities for growth.



Connecting & Supporting Members

We bring the industry together to share knowledge, build relationships, shape our priorities and strengthen collaboration across the Scotch Whisky sector.

Sharing Best Practice Across the Industry - Members benefit from access to shared expertise and practical learning on:

- Occupational health & safety
- Environmental performance and sustainability
- Skills development and workforce planning
- Diversity, equity, and inclusion

Members shape our priorities through participation in Committees and Working Groups, which feed into our Governance Committee, Council. This ensures our work reflects real industry needs and challenges.



A Connected, Collaborative Community - Membership gives access to a vibrant network through:

- Receptions, roundtables, conferences, and webinars
- The Spirited Careers platform, our dedicated Scotch Whisky industry jobs platform
- A dedicated SWA contact for personalised support
- Our annual membership survey, shaping SWA strategy and priorities
- A Suppliers Directory connecting members with trusted partners

Ready to Join Us?

Membership gives your business a stronger voice, greater resilience, and access to the expertise that drives long-term success. Join the SWA and help shape the future of Scotch Whisky.

For more information, visit our website: <https://www.scotch-whisky.org.uk/join-us/how-to-join/>

Or contact: The SWA Corporate Services Team

(Email: applymembership@swa.org.uk Tel: 0131 222 9200).

This document was drafted with the assistance of AI and thoroughly reviewed, edited and designed by a human.

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