

minutes

Meeting: Cross Party Group on Scotch Whisky
Location: Committee room 4, Scottish Parliament
Date Held: Wednesday 25 April 2012
Present: MSPs: Annabelle Ewing, Margaret Mitchell, Jamie McGrigor, Liam McArthur, John Park, Mary Scanlon.

Other attendees: John Foley (Assistant to Mary Scanlon), Rosemary Gallagher (SWA), Ian Gittins (Commonwealth Caribbean CPG), Beatrice Morrice (SWA), Jennifer Ross (Assistant to Liam McArthur), Margaret Smith (Caledonia Consulting), Alan Park (SWA), Siobhan Paterson (SWA), Ian Smith (Diageo), Shelly Watson (Chivas Brothers).

Mary Scanlon, Chair of the meeting, welcomed attendees.

1 Minutes

The group agreed the minutes from February 1 2012.

2 The Real McCoy

Alan Park, SWA Legal Advisor, and Shelley Watson, Director of Legal Chivas Brothers Ltd, gave two presentations on the work that is carried out across the globe to protect Scotch Whisky and Scotch Whisky brands. They explained the importance of Geographical Indications, brand protection and trademark monitoring, with examples of successful court cases where fake Scotch Whisky and fake branding was stopped around the world. Examples of fake products were on display. The group agreed to lodge a motion that recognises the work carried out by the SWA and its member companies to protect Scotch Whisky globally.

3. Scotch Whisky exports

Beatrice Morrice, SWA, updated the group on Scotch Whisky exports for 2011. Reaching £4.23 billion, exports increased in 2011 in particular to Brazil by 48%, Singapore by 44%, and America by 31%.

4. Centenary

Rosemary Gallagher, SWA, provided a summary of the SWA's centenary celebrations taking place this year. The launch takes place in the evening on Wednesday 13 June at the Glasshouse Hotel where Liz Lochhead, the Scotland's Makar, will read a new poem on Scotch Whisky. Rosemary also provided details of the exhibition at the Scottish Parliament that commences on 28 November 2012 and will run for two months.

5. Any other business

Ian Gittins from the CPG on the Caribbean, asked if the SWA would be willing to provide some Scotch Whisky for a tasting during their meeting in June as employees from a number of Consulates will be attending.

The SWA has submitted a proposal for the Festival of Politics and have been

Action

SWA to draft motion

allocated a slot of Friday 17 August at 15.30. Further details of this will be circulated shortly.

6. Future meeting

The next meeting of the CPG on Scotch Whisky takes place at 12.45 on Thursday 14 June 2012 in TG20/21 and the topic will be tourism.