Scotch Whisky
UISGE
BEATH
THE
WATER
OF
LIFE

SCOTCH WHISKY

FIVE SCOTCH WHISKY REGIONS

Each region offers different flavor profiles & whisky characteristics

There are more than 130 Scotch Whisky distilleries in Scotland.

WHISKY SCOTCH

Five Growth Volumes 2003-2021

U.S. SCOTCH VOLUMES BY PRICE CATEGORY

Price Revenues including EXCEPTIONAL in blend includes & single malts

U.S. SCOTCH VOLUMES 2003-2021

U.S. SCOTCH SUPPLIER REVENUES

Nine Revenues including EXCEPTIONAL in blend includes & single malts

MIXING IT UP

These generations of adult drinkers have shifted traditional perceptions of what work can and should be enjoyed. Accordingly, single malts and blends have also evolved, making it more approachable to new adult consumers.

200% VOLUME GROWTH

Scotland is the origin for a unique beverage spanning more than 500 years, with the tradition and associated record of making dating back to 1494. Today, consumers around the world enjoy Scotch, and it remains a category, which is steeped in history and known for its complexity and style.

130+ DISTILLERIES

Scotch Whisky has a unique heritage spanning more than 500 years.

Three generations of adult drinkers have shifted traditional perceptions of what work can and should be enjoyed. Accordingly, single malts and blends have also evolved, making it more approachable to new adult consumers.

200% VOLUME GROWTH

Scotland is the origin for a unique beverage spanning more than 500 years, with the tradition and associated record of making dating back to 1494. Today, consumers around the world enjoy Scotch, and it remains a category, which is steeped in history and known for its complexity and style.

130+ DISTILLERIES

Scotch Whisky has a unique heritage spanning more than 500 years.