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# SCOTCH AT A GLANCE

Exports in 1998 topped £2 billion for sixth year running

European Union sales (excl. UK) £830m

1998 exports earned £64 every second

EU (excl. UK) sales were worth £26 per second

Scotch Whisky is one of the UK's top five export earners

29 bottles were sold overseas each second

84 million cases were sold worldwide. Laid end to end they would stretch over 15726 miles (25290kms)  
- or from Edinburgh to Hong Kong and back

Exports were worth £170,000 per employee

12,000 employed, mainly in rural communities

Over 1 million visitors toured distilleries in 1998

Over £1.0 billion contributed to the Exchequer in taxes

Tax to the UK Treasury from Scotch Whisky companies amounted to £83,000 for each employee

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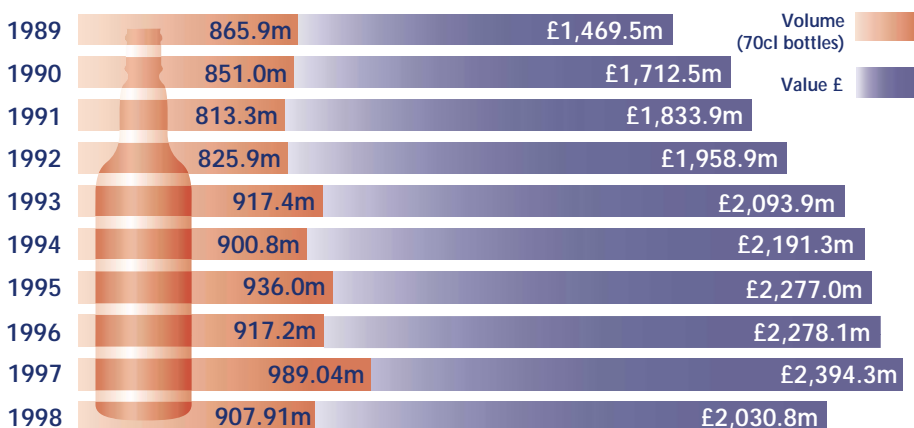
# Scotch Whisky as an Export Earner

## THE TOP TEN MARKETS 1998

|              | VALUE   | VOLUME* |
|--------------|---------|---------|
| USA          | £269.6m | 120.7m  |
| SPAIN        | £234.1m | 116.4m  |
| FRANCE       | £213.6m | 126.7m  |
| JAPAN        | £133.5m | 57.8m   |
| GERMANY      | £80.6m  | 41.0m   |
| GREECE       | £78.3m  | 32.1m   |
| VENEZUELA    | £74.6m  | 30.3m   |
| ITALY        | £59.6m  | 22.8m   |
| PORTUGAL     | £59.4m  | 21.4m   |
| SOUTH AFRICA | £41.4m  | 23.2m   |

\* 70cl bottles

## EXPORTS OVER THE LAST TEN YEARS



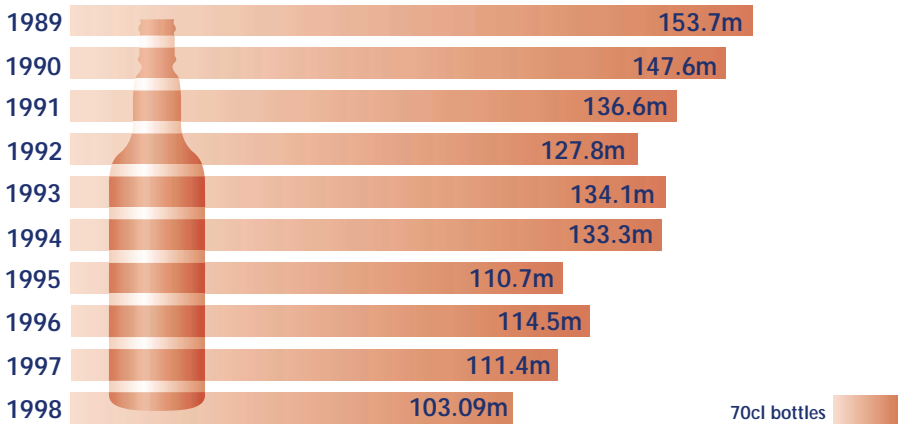
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# Scotch Whisky at Home

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## RELEASES FROM BOND DURING THE LAST TEN YEARS

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## HOW MUCH SCOTCH WHISKY IS DISTILLED ANNUALLY?

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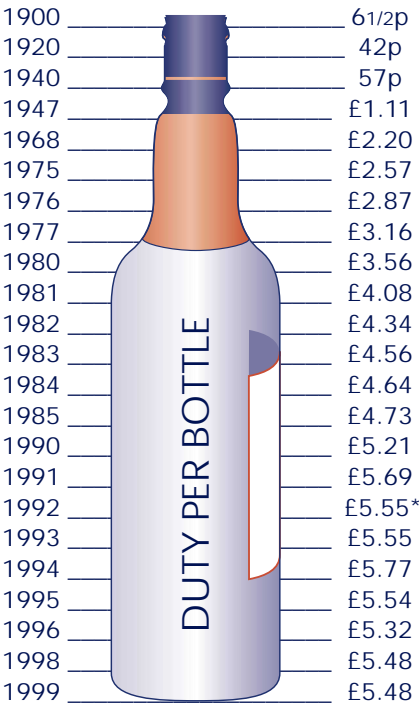
# Scotch Whisky and Tax

## AT HOME

Since 1973, the price of a bottle of whisky including the excise duty has been subject to value added tax, which is levied on the duty paid price. This means that the price of a bottle of Scotch Whisky is increased by and subject to a tax upon a tax.

1995 saw the first tax cut in spirits for 100 years. A second cut of 4% occurred in 1996. Despite this, and a further narrowing of tax discrimination against spirits in 1998, the tax on spirits remains much higher than the tax on other drinks.

\* Bottle size reduced from 75cl to 70cl.



## IN THE EUROPEAN UNION: HOW TAX AFFECTS PRICE

