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## Press releases: 2003

### SWA reaches agreement over CARDHU

4 December 2003

Agreement has been reached by the Council of The Scotch Whisky Association (SWA) in the issue over the use of the name Cardhu on a vatted malt in place of the previously well known single malt of the same name. The Council also agreed to urgently pursue work to clarify industry definitions to benefit the consumer and the industry.

At a meeting of the Association's Council this morning (4 December), brand owner Diageo promised to make significant changes to the packaging of the product including changing the colour from brown to green, and to carry out additional promotional activity explaining to consumers the nature of the new product.

The matter has focused attention on the need for the industry to clarify for consumers the various categories within the Scotch Whisky market. To this end, the Council agreed to press ahead urgently with work designed to set out definitions with most immediate focus on single malt Scotch Whisky. Diageo will continue to review its packaging in the light of this completed work.

Speaking after the Council meeting, Gavin Hewitt said: "I am delighted that the SWA has managed to find a solution to this issue which even only a short while ago looked to have polarised the industry to a degree that was unhelpful for everyone concerned. The outcome today shows the value in continuing to keep talking to all parties, and underlines the central role that of the SWA and the work of the Executive in brokering a deal.

"I hope that this matter can now be put behind us, and that the SWA and its members can concentrate on what we all do best, improving market access and increasing sales of Scotch Whisky around the world".

- ENDS -

Note to editors:

Following detailed discussions with the SWA Executive, the company:

- has agreed to change the colour of the labels and packaging from brown to green thus making a clear differentiation in the look of the product to consumers; this is an interim measure pending a fundamental review of the packaging of the brand;
- will carry out extensive promotional activity aimed at explaining the nature of the new product to the trade and consumers;
- has undertaken not to reformulate any of its other single malts in a similar manner; and
- will work with the rest of the industry to try and set down definitions for different segments of the Scotch Whisky category in the future.

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