

[Home \(/\)](#) [What we do \(/what-we-do/\)](#) [Who we are \(/who-we-are/\)](#)

[Understanding Scotch \(/understanding-scotch/\)](#) [Members & Brands \(/members-brands/\)](#)

[News & Publications \(/news-publications/\)](#) [Contact \(/contact/\)](#)

We work to sustain Scotch Whisky's place as the world's leading high-quality spirit drink and its long-term growth worldwide.



[News & Publications \(/news-publications/\)](#)

[News \(/news-publications/news/\)](#)

[Response to MUP decision \(/news-publications/news/response-to-mup-decision/\)](#)

[Publications \(/news-publications/publications/\)](#)

Response to MUP decision

15 Nov 2017

Karen Betts, Scotch Whisky Association chief executive, said:

"We accept the Supreme Court's ruling on minimum unit pricing (MUP) of alcohol in Scotland. Looking ahead, the Scotch Whisky industry will continue to work in partnership with the government and the voluntary sector to promote responsible drinking and to tackle alcohol-related harm.

"We will now look to the Scottish and UK Governments to support the industry against the negative effects of trade barriers being raised in overseas markets that discriminate against Scotch Whisky as a consequence of minimum pricing, and to argue for fair competition on our behalf. This is vital in order that the jobs and investment the industry provides in Scotland are not damaged. At home, we hope to see an objective assessment of the impact of MUP."

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