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# I'll drink to that!

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GORDON ELURETT - NEW BUSINESS DIRECTOR 20 FEB 2019

Over the last week, business headlines in the media seem to have been dominated by the depressing news around the UK car manufacturing industry. All the major players appear to be reversing out of here quicker than 'The Sweeney' in a Jag (a reference, I am all too aware, that will be lost on about 95% of people in my industry based on how offensively young they all are!).

In these turbulent times, the only thing to do is reach for a drink and see what happens (Please Drink Responsibly) and that is exactly what seems to be happening if the latest news from the whisky industry is anything to go by.

Last week, the Scotch Whisky Association's analysis of HMRC data showed exports grew by 7.8% to £4.7billion with the US becoming the first billion pound overseas market growing to £1.04bn. This doesn't surprise me as roughly 85% of Trump's tweets drive me to the bottle (Please Drink Responsibly).

Alongside that, it's important to note the impact that whisky has on the Scottish tourist industry from distillery tours to tasting experiences. This was also brought into sharp relief last week with the announcement that plans have been submitted by Diageo to turn the historic building in Edinburgh that used to be House of Fraser into a seven floor global visitor experience for Johnny Walker. It is reported to include a rooftop bar, retail space, multi-sensory experience and even a space for live music and events.

So, while the world may be going to hell in a hand-cart, I for one will be raising a glass to Scotland's finest product and hoping that things don't go quite as badly as they inevitably appear right now (oh yes and Please Drink Responsibly).

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