



Hong Kong's love for Scotch whisky has been given the official seal of approval, receiving certification trademark in the country for the first time.

The Scotch Whisky Association (SWA) secured the success, ensuring that only whiskies produced in Scotland following strict guidelines can be labelled as 'Scotch Whisky'

This ushers in a new era of consumer confidence, ensuring they are purchasing the genuine product in their shops. When this happens it only strengthens the position and growth of whisky.

Previously Scotch whisky's protection in Hong Kong, was dependent on the law of passing off, which often resulted in complex and costly court cases.

Lindesay Low, deputy legal director at the Scotch Whisky Association, said: "Hong Kong is an increasingly important market for Scotch whisky, with exports to the region worth more than £31 million in 2022.

“Improving protection of Scotch whisky in developing markets is a priority for the SWA Legal Team, as consumers in these markets explore and expand their knowledge of Scotland’s national drink.”

The product is already protected as a geographical indication and a trademark in mainland China, and a GI in Macao – another SAR.

If you have any questions at all, we are more than happy to talk whisky!