

A hand holding a glass of whisky against a dark background. The glass is filled with a golden liquid, and the hand is visible at the bottom. The text is overlaid on the image.

Strengthening Geographical Indications

GI Controls and Enforcement

Alan Park

The Scotch Whisky Association

A GI legal framework

- UK Scotch Whisky Regulations 2009
- Scotch Whisky is protected as a Geographical Indication under Regulation (EU) 2019/787
- Technical File filed with EU Commission
- Verification regime operated by UK Revenue & Customs





RED BIRD

Special
Scotch Whisky

Finest Blended

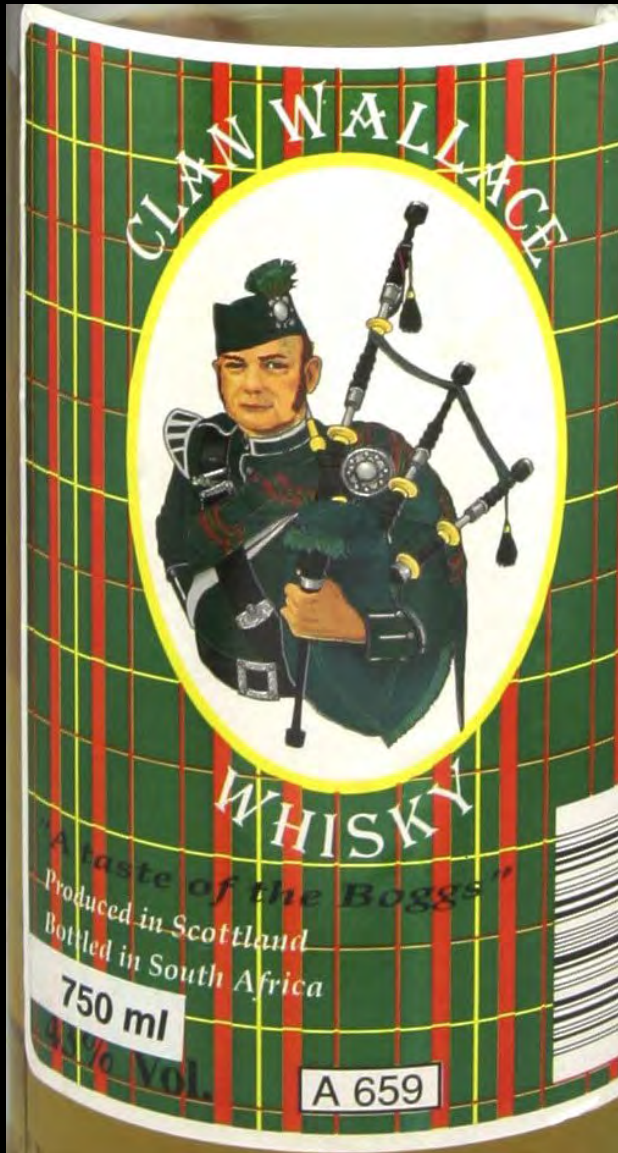
EMBOTELLADO POR

Destilerias San Fernando

Carretera de Soriano

NALDA - LA BARRIO

Direct misuse



Indirect misuse
and unfair
competition





Challenge 1

Litigation v complaint?



Challenge 2

Rights of
representation



Challenge 3

Enforcing rights



Challenge 4

Proving fraud



Challenge 5

Cross border internal market



BLENDED
WHISKY

THIS WHISKY IS A BLEND
OF INDIAN & AMERICAN WHISKIES

Challenge 6

External
border
controls

In 2016, **15,357** bottles of
Scotch Whisky were
exported to Antarctica.

