

Scotch Whisky Experience wins World Title

WORLD TITLE FOR EDINBURGH'S SCOTCH WHISKY EXPERIENCE

Edinburgh's Scotch Whisky Experience has fought off competition from across the globe, to be named Whisky Visitor Attraction of choice at this year's Icons of Whisky awards.

After winning the Scottish round of the competition last September, the five-star visitor attraction beat Kavalan Distillery in Taiwan and Maker's Mark Distillery in the United States, to be named the world's top Whisky Visitor Attraction.

Now in its tenth year, the annual awards were introduced by leading industry publication, Whisky Magazine, to recognise and celebrate the people and places behind the greatest Whiskies in the world. Previous winners of the award include Glenfiddich Distillery Visitor Centre, the Speyside Cooperage and Jack Daniel's Distillery Visitor Centre.

Susan Morrison, Director and General Manager of The Scotch Whisky Experience, commented:- "After winning the Scottish round of the Icons of Whisky award last September, we are thrilled to have been named the world's top Whisky Visitor Attraction. Since opening our doors 25 years ago, we have welcomed in excess of five million visitors, to share in our passion for Scotland's national drink.

"We have grown as a business over the years, constantly analysing and reacting to both the experience which we offer and the ever changing profile and expectations of our visitors. Over the last three years, we have invested over £3m in upgrading our facilities, which has seen the visitor experience brought right up-to-date."

Currently celebrating its 25th anniversary, The Scotch Whisky

Experience prides itself on providing an insight into the world of Scotch Whisky and bringing Scotland's national drink to life. Following its recent refurbishment, the attraction now offers an interactive and educational journey of discovery into the heritage, appreciation and production of Scotch Whisky.

The Icon of Whisky award marks another addition to the attraction's growing trophy cabinet. The Whisky venue has also been awarded Best Visitor Experience by the Association of Scottish Visitor Attractions (ASVA), as well as making it to the finals of the Scottish Thistle Awards in the Best Shopping Experience category.

Susan continued: "I would like to take the opportunity to thank our team, whose passion and enthusiasm has made this achievement possible. As we celebrate our 25th year of operation, we will continue to listen to customer feedback, to ensure we maintain our position as the world's top Whisky attraction."