

**BRIEFING E:
BILATERAL WITH SENIOR STAFF OF EDRINGTON FRANCE**

What	Bilateral meeting (followed by a whisky presentation)
Who	[redacted] [redacted] [redacted]
Why	<ul style="list-style-type: none"> • Edrington Group opened an office in France in late 2021 to take over the management and distribution of their iconic brands The Macallan and Glenrothes [redacted – s.33(1)(b) Commercial interests]. • Edrington Group France [redacted – s.33(1)(b) Commercial interests] is an excellent example of Scottish success in the French premium spirits category. • An opportunity to strengthen our links with Edrington Group France.
Key messages/ Questions	<ul style="list-style-type: none"> • Congratulations on your recent successes in doing business in France. I understand you have employed a number of staff. This is an excellent example of a Scottish business being successful abroad. • <u>I'd be interested to hear of your experience of setting up in France, particularly any issues or barriers you have faced that have stemmed from Brexit or the COVID recovery?</u> • I was delighted to see that France is the biggest importer in Europe for Scottish Whisky: <u>I would be interested on your views on how Scottish whisky is perceived in France, and how the market has developed over the years?</u> • [redacted – s.33(1)(b) Commercial interests] <u>Great to get your views on how Edrington's work in France compares to other European markets?</u> • [redacted – s.33(1)(b) Commercial interests] I understand that you are working closely with SDI colleagues on future projects; <u>Is there anything further that Scottish Government/ SDI could assist on?</u> <ul style="list-style-type: none"> ○ [redacted – s.33(1)(b) Commercial interests]
When	15:15 – 14:15 Tuesday 4 October
Media / Social Media	Tweets to be issued from ScotGovFrance account.
Supporting officials	[redacted], [redacted]

FRANCE ENGAGEMENT REPORT

Minister	Angus Robertson (AR) Cabinet Secretary for Constitution, External Affairs and Culture
Type of engagement	Business Meeting
Date	4 October 2022
Who	Edrington Paris Office (EPO) [redacted] [redacted] [redacted]
Key points	<ul style="list-style-type: none"> • [redacted – s.33(1)(b) Commercial interests] • Edrington owns and promotes a number of big brands (16 wholly owned businesses, employing 3000 people, with 50% in Glasgow and 50% abroad), and they presented their strategy which is aiming for the premium, super premium, and ultra-premium markets. They noted that consumers are drinking less, but drinking higher quality drinks. • [redacted] and [redacted] introduced their new Paris Office and its business strategy. The Office will solely serve the Paris City region; it will promote two of its brands (The Macallan and Glenrothes) to the ultra-premium market (noting Paris having fashion shows, tourists, Michelin star restaurants, 60,000 permanent terraces, and proximity to London). • The Paris Office employs [redacted – s.33(1)(b) Commercial interests], who have experience in the luxury goods/services industry. They explained their work on partnering with other luxury brands, such as with Bentley cars. • AR commended the progress of Edrington and the innovative model of its new Paris Office and asked where SDI could further support their work. EPO noted their good working partnership with SDI including some of their activities (facilitating French chefs to visit Edrington in Scotland). • EPO also noted the good story to tell surrounding sustainability – taking care of the land that they own in Scotland. They explained the difficult balance in welcoming the community/tourists to see the distillery, whilst keeping it a private, calm place for those VIPs who do visit. [redacted] believes the local community understands this, although sometimes can underestimate the net benefit that the distillery brings to the region. • AR also asked about competitors working together. [redacted] explained that to an extent competitors in the whisky industry do work together in areas of shared interest, although there will always be a competitive edge to sell their products. EPO also spoke about competitors who are also doing a city-based model; separating their high-end brands and targeting them at specific regions. However, Edrington seems more advanced on this and is very specific with its two products.
Comments	[redacted]
Attending officials	[redacted], Head of Scottish Government France Office [redacted], Deputy Head of Scottish Government France Office [redacted], Deputy Private Secretary