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## POLITICO Pro Morning Agri and Food: Origin labeling — Animal welfare

By

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**U.S. MARKETING GURU — SCOTCH BUSINESS WILL STAY HEALTHY:**What Brexit means for Scotch — one of the U.K.'s most important food and drinks exports — is a question that's weighed heavy on the minds of pundits and industry analysts alike since the referendum got under way in April. Many, including the British government (<http://bit.ly/29ECYJq>) and the Scotch Whisky Association (<http://bit.ly/29ECVNV>), an industry lobby, have said the vote could significantly harm business. But David Moritz, a spirits marketing specialist who advises scotch whisky producers who export to the U.S., takes a contrarian view. "If people feel it's harder to get it will actually increase demand," Moritz told Morning Agri, when asked what it would mean if tariffs rise and consumers have to fork out more for their bottle. But he thinks consumers aren't interested in cheap Scotch in the first place — it's a luxury item and it should be marketed as one. Moritz predicts lower-quality Scotch producers will start releasing premium products (or "higher-end expressions," in industry lingo) to make up for any shortfall. The market for quality spirits in the U.S. is enormous, and growing, Moritz said — with the growth partly driven by "hipster" demand for authenticity.