

# Global celebration of Scotch Whisky

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The global success of Scotch Whisky has been celebrated with 41 new members of the Keepers of the Quaich being inducted into the international society at a private ceremony held at Blair Castle in Blair Atholl on Monday 4th October 2021. This is the 62nd Ceremony and Banquet to take place here.

Guests at the prestigious event were addressed by the impressionist Rory Bremner, who was awarded the role of Honorary Keeper of the Quaich in 2017.

Keepers of the Quaich was established by the Scotch Whisky industry to recognise the outstanding commitment of those involved in the production, promotion or protection of the world's finest spirit.

To qualify, new Keepers must have worked in the industry for a minimum of seven years and the accolade is in recognition of their personal contribution to Scotch Whisky.

Since the foundation of the Society, just over 2,800 men and women from more than 100 countries have received the honour. A select few have subsequently been distinguished as Master of the Quaich having served for a further ten years and been recognised by their peers for their ongoing support of the aims of the Society. Collectively, the Society represents many thousands of years of experience and knowledge.

“Scotch Whisky was, and remains, the first global spirit and Keepers of the Quaich exists to recognise and celebrate the exceptional contribution of people working in all aspects of the industry, all over the world.” said Peter Prentice, Chairman of the Society. “At the ceremony we inducted new Keepers from no less than 15 different countries which demonstrates the continued popularity of Scotch Whisky.”

Whilst the induction of new Keepers of the Quaich happens only in Scotland, the Society is supported by international chapters in key export markets including Germany, Brazil, Australia, South Africa, the Netherlands, the Nordics, United Arab Emirates, India, the United States of America and Turkey.

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