



OUR VISION IS TO MAKE THE WORLD FALL IN LOVE WITH SCOTCH WHISKY

What we expect from you. You will:

What you can expect from SWE. We will:

AUTHENTICITY *a natural character*

- Provide a genuine welcome for all visitors.
- Be accountable and responsible for your own actions.
- Be supportive, friendly and enthusiastic.

- Lead by example exhibiting the behaviours we look for in our SWEople – supportive, trustworthy, friendly and enthusiastic.
- Walk the walk.
- Include the team in all aspects of the business wherever possible.

PEOPLE *a warmth of spirit*

- Acknowledge everyone.
- Embody the renowned Scottish hospitality ensuring everyone receives a warm welcome.
- Make everyone feel special.
- Be respectful and supportive towards your teammates.

- Work together within a team environment of mutual respect, support, honesty and kindness.
- Give regular positive and constructive feedback and coaching.
- Foster collaboration across all departments.
- Fundraise and give back to the community.

PASSION *a powerful blend of enthusiasm and devotion*

- Display an infectious enthusiasm for our national drink and the bounty of Scotland's natural larder.
- Act as an ambassador for SWE, Edinburgh and Scotland as a whole.
- Show up, speak up and won't give up.

- Be knowledgeable and enthusiastic about Scotch whisky and Scotland and take pride in representing the Scotch whisky industry here in Edinburgh.
- Display an infectious enthusiasm for our national drink.

LEARNING *a thirst for knowledge*

- Undertake a degree of self-learning to allow you to progress within the business.
- Be curious and seek to learn from experiences to improve what you do.
- Be solution focused.

- Inspire, enthuse, educate and impassion through our experiences and comprehensive training.
- Offer comprehensive training on whisky, customer service and SWE.
- Be committed to learning and development.
- Look for opportunities to use your skills and expertise across the business.

EXCELLENCE *a raising of the bar*

- Carry out your role professionally with a smile and make time for visitors and colleagues.
- Try to solve anything even if it's not your fault.
- Aim to exceed customer expectations at every opportunity.

- Constantly review our processes to ensure we are leading in our sector.
- Seek out opportunities to change, grow, innovate and improve.
- Never compromise – decisions will be made based on our vision, mission and values.

FUN *a double measure!*

- Bring your best self to work each day.
- Engage with all briefings and training.
- Take joy in creating lasting memories for our visitors.

- Arrange 3 annual parties.
- Host regular whisky tastings and give you access to industry events.
- Support our social committee to deliver a programme of events throughout the year.