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**DIAGEO ANNOUNCES GLOBAL COMMITMENT TO PROVIDE NUTRITION AND ALCOHOL
CONTENT INFORMATION PER BEVERAGE ALCOHOL SERVING**
Voluntary move will support consumers in making informed choices

Diageo today announced its commitment to provide consumers around the world with alcohol content and nutrition information per typical serve – a first for any alcohol company. The intention is to provide this information through Diageo’s responsible drinking website DRINKiQ.com (www.DRINKiQ.com) and/or on-pack in a majority of Diageo’s markets subject to local regulatory approval, as soon as practicable.

Ivan Menezes, Chief Executive, Diageo said:

“Diageo puts the consumer at the heart of everything we do. We are committed to ensuring our consumers have the best possible information from which to make informed choices about our products: this includes alcohol content and nutrition information per typical serve. Currently, there is no obligation to provide such information in markets worldwide, but we know that consumers are increasingly discerning about what’s in their glass. We want to provide alcohol and nutrition information that consumers can quickly understand, instead of expecting them to do the maths.”

Providing information on the amount of alcohol per serve helps consumers understand how much they are drinking. This could help reduce the misuse of alcohol – a goal shared by regulators, consumer organisations, health professionals and alcohol companies alike.

Diageo will work with regulators around the world to agree the format of voluntary labels which provide information on alcohol content and nutrition per typical serve. In the United States, Diageo has gained regulatory approval for a voluntary “serving facts” panel for alcohol drinks that includes this nutrition and alcohol per serve information (see below for illustration).

In the European Union, alcohol drinks are currently exempt from providing nutrition information on labels, but other foodstuffs are required to do so per 100ml. The 100ml basis on its own does not reflect the reality of the way drinkers consume alcohol, and is therefore misleading. Diageo believes that consumer information for alcohol is best provided per typical serve, so that consumers can understand the alcohol and nutrition content of serves of different drinks, which vary in size across beer, wine and spirits. To this end, Diageo will work with the EU to establish a standard alcohol unit across the 28 Member States to provide an effective way of communicating alcohol content to consumers.

Ian Duncan, MEP for Scotland and Member of the European Parliament's Environment, Public Health and Food Safety Committee, commented:

“Today's announcement from Diageo is a fine example of their commitment to giving consumers the information that they need to make sensible decisions about alcohol. Providing both the nutrition and alcohol content of alcohol drinks, in an easy to understand 'per serving' format, is a major improvement on the confusing current system, where there are different measurements of alcohol units across the EU.

“This is a hugely positive step and one that the European Commission should reflect on, as it considers how to tackle harmful drinking”

ENDS

NOTES TO EDITORS

Example per serve labels

1. US serving facts panel: 750ml Smirnoff Red



2. US serving facts panel: 12fl.oz (355ml) Harp Lager



3. US serving facts panel: 750ml Blossom Hill Wine



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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan’s and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo’s global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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