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DIAGEO ROLLS OUT NEW GUIDANCE ON LABELS OF ICONIC BRANDS IN UK

- New voluntary health warning to appear on Smirnoff, Gordon’s Pink, Baileys and Captain Morgan labels in the UK from early 2021.
- Introduction coincides with relaunch of dedicated responsible drinking website “DRINKiQ.com”, with a new screening tool to help people identify whether they may be drinking at harmful levels.
- DRINKiQ is a dedicated consumer website that provides information on alcohol and its impact on the body, along with a range of resources to encourage moderate consumption.

15th December: Smirnoff, Gordon’s Gin, Baileys and Captain Morgan will be the first of Diageo’s alcohol brands to provide UK consumers with new guidance on pack, making Diageo the first alcohol company in the UK to introduce a voluntary health warning. The enhanced health information will direct individuals to DRINKiQ.com - a global resource which aims to give consumers the knowledge and tools to make informed choices around alcohol.

Alongside the updated labels, the business has also updated and relaunched its [DRINKiQ website](https://www.drinkiq.com) to provide additional information to support and educate a range of people with differing levels of alcohol consumption. The updated labels are currently in production and will first appear on 70cl and 1L bottles of Smirnoff as well as 1L bottles of Gordon’s Pink Gin in early 2021. Baileys and Captain Morgan will follow and then on pack across all brands in GB as old stocks are replaced.



New health guidance appearing on the labels of Smirnoff, Gordon’s Pink, Baileys and Captain Morgan in the UK.

The updated material available on DRINKiQ.com will include a new self-assessment test, based on the World Health Organization’s (WHO) ‘AUDIT Tool’ (alcohol use disorders identification test), to help people identify whether they may be drinking at harmful levels. Using the information provided, the tool directs individuals at risk to where they can find further information or help from health services.

The self-assessment test will sit alongside existing resources, including the DRINKiQ quiz and lifestyle features, with topics including ‘drinking and your body’ and ‘drinking and your mind’. Available in 16

languages, the quiz aims to communicate key messages about the importance of drinking responsibly by asking users a series of questions on the effects of drinking. The newly enhanced website, which is now live, has been updated to include the latest governmental guidance around drinking alcohol, with a stronger focus on mental health as well as physical health.

Today's announcements follow the launch of *Society 2030: Spirit of Progress*, Diageo's 10-year sustainability action plan that in part focuses on positive drinking, and commits to a step change in Diageo's work globally on preventing underage drinking, drinking and driving and heavy episodic ("binge") drinking over the next decade. The relaunch of DRINKiQ will help deliver on the company's ambitious target to reach 1 billion people with dedicated messages of moderation through its brands by 2030, and the website will provide a vital resource to champion health literacy and tackle harm.

Dayalan Nayager, Managing Director Diageo UK said: *"As the UK's leading spirits producer, we think it is essential that our consumers make informed choices about alcohol. We want to change the way the world drinks for the better, and today's initiatives are just the first step forward in our long-term global ambition to reach one billion people with messages of moderation over the next ten years."*

As well as retaining information previously displayed, information on the new labels will include the up-to-date Chief Medical Officer's guidance, IARD's 18 age restriction commitment, and a new enhanced warning, *"Alcohol may cause health problems. For more information, visit DRINKiQ.com"*.

- ENDS -

Notes to editors:

The DRINKiQ website can be accessed here: <https://www.drinkiq.com/en-gb/>

For more information contact the Diageo press office on press@diageo.com or +44 (0) 7803 856 200.

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands. 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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