

**CAPTAIN MORGAN ENTERS ALCOHOL FREE MARKET  
WITH LAUNCH OF CAPTAIN MORGAN SPICED GOLD 0.0%**

*Captain Morgan Spiced Gold 0.0% becomes first dark spirit to join Diageo's alcohol-free portfolio*

**[LONDON, 30<sup>th</sup> August 2023]** - Captain Morgan is today unveiling Captain Morgan Spiced Gold 0.0%, an alcohol-free alternative to the iconic Original Spiced Gold, offering a deliciously spiced flavour profile.

Following the successful launch of Guinness 0.0%, Tanqueray 0.0% and Gordons 0.0% over the past few years, Captain Morgan Spiced Gold 0.0% brings further choice to the market as the latest brand, and first dark spirit, to join Diageo's alcohol-free portfolio.

With 49.6 per cent of those between legal drinking age and 24 in GB looking to moderate their alcohol consumption<sup>1</sup>, the launch of Captain Morgan Spiced Gold 0.0% provides Diageo with an alcohol-free spirit able to tap into lighter, upbeat, drinking occasions favoured by this demographic.

Captain Morgan Original Spiced Gold 0.0% gives those looking to moderate a deliciously spiced flavour profile, tapping into the increasing popularity of rum, with Captain Morgan seeing global organic net sales growth of 2% in Diageo's F23 Preliminary Results<sup>2</sup>

**Samori Gambah, Global Brand Director at Captain Morgan commented:**

*"With a resurgence of rum as a drink of choice and the global alcohol-free spirit market set to increase<sup>3</sup>, Captain Morgan 0.0% is perfectly placed to not only meet growing demand but also give those looking to moderate their consumption a new alternative."*

Carefully developed over the past two years by Diageo's innovation team, Captain Morgan Spiced Gold 0.0% has been created with intricate layers of flavour starting with rich notes of caramel, molasses, vanilla and warm brown spices.

**Amanda Brown, Liquid Scientist at Diageo, added:**

*"It's been an exciting journey working on Diageo's first alcohol-free dark spirit. When creating Captain Morgan 0.0%, we went through more than 400 recipes before we were able to capture the iconic rum and spice flavour of Captain Morgan Original Spiced Gold, but without the alcohol. Captain Morgan 0.0% has been created by layering flavours that deliver the complexity and depth that consumers know and love."*

Initially launching in Great Britain from September, followed by Estonia, Lithuania and Latvia later this year before further roll out across Europe in 2024, Captain Morgan Spiced Gold 0.0% Alcohol Free Spirit will have an RRP of £15 in Great Britain.

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<sup>1</sup> Kantar Alcovision, MAT 23.05.2023

<sup>2</sup> Diageo F23 Results

<sup>3</sup> IWSR No- and low- alcohol category value surpasses \$11billion in 2022

In Great Britain, the product will be available via thebar.com as well as Waitrose, Morrisons, Sainsbury's and Tesco with more stores to come. One 50ml Captain Morgan Spiced Gold 0.0% Alcohol Free Spirit serve contains 1 kcal without the mixer.

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**Notes to Editors:**

**About Diageo**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B and Buchanan's 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](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com) for information, initiatives, and ways to share best practice.

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**About Captain Morgan**

Captain Morgan, owned by Diageo, is one of the world's biggest rum brands. Captain Morgan offers a choice of different drinks, each with its own distinctive flavour and personality. Smooth and medium bodied, Captain Morgan Original Spiced Gold is a spirit drink based on a secret blend of premium Caribbean rums, mellow spice and other natural flavours. Captain Morgan Original Spiced Gold is the perfect mix with Cola – the secret recipe of spices blend with the Cola to make a legendary mix!