

Diageo completes acquisition of Don Papa Rum

10 MARCH 2023: Further to the announcement on 17 January 2023, Diageo today announces that it has completed the acquisition of Don Papa Rum, a super-premium, dark rum from the Philippines.

This acquisition is in line with Diageo's strategy to acquire high growth brands with attractive margins that support premiumisation.

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal and J&B whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company whose 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.

About Don Papa Rum

Available in over 30 countries worldwide, Don Papa Rum is a super-premium dark rum from the Philippines. Distilled and aged in American oak barrels on the island of Negros Occidental (known locally as 'Sugarlandia'), the pure, original Negros sugar cane is the foundation for Don Papa Rum's long, rich-textured finish and flavours of vanilla, honey, and candied fruits. The namesake of Don Papa Rum is inspired by the unsung hero and mystic, Papa Isio, who was one of the leading figures of the late 19th century Philippine revolution. Initially a foreman at a sugar plantation, his leadership and courage played a critical part in liberating the island of Negros from Spanish rule. Don Papa is inspired by his legend and captures his spirit and sense of magic in every bottle.

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