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Diageo India announces its entry in craft whisky with United's Epitome Reserve

Made for the rooted and risen, the whisky celebrates those who leave a memorable impact in our lives

Bangalore, June 18, 2021: Today, Diageo India announced the launch of **Epitome Reserve**, *India's first-ever small-batch, artisanal craft, 100% rice whisky*. This limited-edition whisky has been launched in an *exclusive batch of 2,000 numbered bottles*, another first for the country!

Epitome Reserve celebrates the special people who are rooted in our future and leave a lasting impact in our lives, symbolised by the immortality and longevity of a banyan tree. The beautiful golden liquid blend is like no other whisky in India as it's *made of locally-sourced rice from northern frontiers of Punjab*, which then travels over 2,000 kms to be *matured in Goa in bourbon casks over 3 years, and then finished in PX Sherry and Cherrywood casks in a 50-year-old warehouse*.

A meticulously crafted blend of *woody flavours, vibrant characters of rich dried fruits, sweet toffee caramel, vanilla, butterscotch, and rich spicy notes*, the liquid is enjoyed neat, on the rocks or with a dash of water. Epitome Reserve is the first-ever whisky that comes with an Indian Master Blender's signature, a personalised nod to the connoisseurs of true craft.

Commenting on the launch of this all-new liquid, Deepika Warriar, CMO, Diageo India, said, *"We are delighted to announce Diageo's foray into the 'Craft' segment with the launch of the limited-edition Epitome Reserve. This launch strengthens our commitment to our premiumisation strategy, riding on brand renovation and innovation. A blend born in India from start to finish, we are confident this limited-edition craft whisky will resonate with our consumers in creating experiences they will cherish."*

Epitome Reserve comes in an exquisite and meticulously handcrafted maple wood pack that brings to life the ethos of the Banyan Tree, with subliminal shades of green and teal, and is meant to be a keepsake. *Diageo India, in another first for the industry, honours the craftspeople by carrying the names of makers behind this legendary whisky on the pack.*

Available in very select outlets, the Epitome Reserve's price is available on request.

ABOUT DIAGEO INDIA

Diageo India is one of the country's leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells, and distributes a portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No.1, Smirnoff and Captain Morgan. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3,300 employees, 49 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at www.diageoindia.com. Promoting responsible consumption of alcohol is at the core of our business.

Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com> , for information, initiatives, and ways to share best practices.

Celebrating life, every day, everywhere.