

**Diageo in Ireland,  
celebrating life,  
every day, everywhere,  
responsibly.**



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# Diageo is one of Ireland's leading companies, with a long and proud tradition of commercial success and community involvement.

Our mission is to enhance our position as Ireland's outstanding premium drinks business. Through great brands and products, we work in partnership with our customers to bring enjoyment to our consumers' lives. We are committed to the effective promotion of responsible drinking in Ireland and to the reduction of the misuse of alcohol. In our role as corporate citizen we support community activities at local and national levels.

We are proud of our achievements and look forward to further success in our chosen areas of activity.

# Our company **and** our markets





# Our company and our markets

## Diageo – Who we are

Diageo is a relatively new company, created by the merger in 1997 of Guinness plc and Grand Metropolitan plc, two of the world's most well known drinks companies.

With a collection of outstanding brands, Diageo is now the world's leading premium drinks business.

We have the broadest and most recognised range of premium drinks brands in the world. Our global brands of Guinness, Smirnoff, Johnnie Walker and Baileys Original Irish Cream are known and enjoyed worldwide. We operate in more than 180 markets across the world, with over 20,000 employees and a market capitalisation value of GBP£1.5 billion.<sup>(1)</sup> Annual turnover is approximately GBP£8.8 billion.<sup>(2)</sup>

## Every day, everywhere

Based on the Latin word for 'day' and the Greek word for 'world', the name Diageo captures what our company is all about. We see the name as reflecting the worldwide nature of our business, conveying the concept of 'every day, everywhere', in other words every day, everywhere around the world Diageo brands offer consumers a way to celebrate occasions responsibly. It is an expression of both the scale of our operations and the reach of the company's ambitions.

## Diageo in Ireland

Diageo's roots in Ireland go back well over 200 years to the establishment of Smithwick's in Kilkenny in 1710 and Guinness at St. James's Gate in 1759. Since then the businesses that form Diageo operations have been at the forefront of both Irish business success and direct community involvement and support.

Today, Diageo's operations in Ireland are collectively a €1.7 billion<sup>(3)</sup> business bringing the iconic Irish brands, Guinness and Baileys Original Irish Cream, to consumers in over 150 countries across the world. Ireland is one of Diageo's leading markets and is an important

production centre of premium brands and ingredients for domestic and worldwide sale. The Global Brand Teams based in Ireland develop sales and marketing strategies to meet the needs of international markets worldwide. With exports of over €750 million<sup>(4)</sup> annually, Diageo is one of Ireland's most important exporters in the high value-added food and beverage category.

As the leading business in the Irish drinks industry, Diageo makes an important contribution to the economy. Diageo employs more than 2,200 people in operations in Dublin, Belfast, Dundalk, Kilkenny and Waterford. We also contribute significantly to approximately another 15,000 jobs and spend in excess of €500 million<sup>(5)</sup> annually on wages, purchases of materials, services and other requirements for our operations in Ireland.

Each year, the company sponsors over 1,000 cultural and sporting events locally and nationally. This on-going involvement in Irish life complements our commercial and corporate commitment to the Irish market.

### Did you know?

Diageo was recognised as a top 50 employer in the Best Companies survey in Ireland in 2003, 2004 and 2005.

Diageo is producing, distributing and marketing some of Ireland's best known premium drinks. Guinness is the world's most famous and best-selling stout, and brings hundreds of thousands of international visitors annually to the Guinness Storehouse at St. James's Gate, Dublin – the home of Guinness.

Budweiser and Carlsberg, both brewed under licence by Diageo, are key brands in the beer market in the Republic of Ireland while Harp is the number one<sup>(6)</sup> lager in Northern Ireland. Smithwick's is Ireland's number one<sup>(7)</sup> ale while Smirnoff is the number one spirit brand.<sup>(8)</sup>

Baileys Original Irish Cream, of course, is as highly regarded at home as it is abroad – it is the world's number one liqueur<sup>(9)</sup> and number six spirit brand.<sup>(10)</sup> Diageo is also a significant player in the expanding wine market, through Gilbeys Wines, a wide range of brands are offered to meet both every day and special occasions.

#### Diageo in Ireland

Annual turnover in Ireland approx. **€960 million**<sup>(11)</sup>

Total exports from Ireland  
**€768 million**<sup>(12)</sup>

Export and domestic sales  
approx. **€1.7 billion** annually<sup>(13)</sup>

Directly employed by Diageo  
**Over 2,200**

Indirect employment  
**15,000** (from production to retail)

In excess of **€500 million**<sup>(14)</sup> on wages,  
materials and services

Home of **2 Global Brands** (Guinness & Baileys)

**50 million** gallons of milk used  
in production of Baileys annually

**135,000** tonnes of barley  
used in beer production annually

**Over 1,000** cultural and sporting events  
supported annually





Baileys production facility in Mallusk Co. Antrim

€64 million

New facilities at the Waterford Brewery

€40 million

Development of St. James's Gate Brewery

€23 million

## Investment

The success of Diageo within the Irish market is due to the quality of its products and brands, which are supported by continuous investment in marketing and production.

- > Diageo consistently leads in world-class marketing and advertising in Ireland, reflecting both the importance of the brands within the company's portfolio and our confidence in them.
- > Capital expenditure in our Irish operations is as strong as ever. In recent years €64 million has been invested in a state-of-the-art production and bottling facility for Baileys in Mallusk, Co. Antrim.
- > At Baileys Nangor Road, a total of €20 million has been invested over the last three years.
- > An investment of €40 million has been made in our Waterford Brewery to support the increased production of the special ingredient used in brewing Guinness overseas. This plant opened in January 2004 to meet the growing demand for Guinness in world markets.
- > A €23 million investment in the famous St. James's Gate Brewery in Dublin is increasing the brewery's capacity by 50%. Over the past 20 years €350 million has been invested in St. James's Gate.



## Successful partnerships

Joint venture and franchise approaches have enabled Diageo to bring more world-famous drinks brands to the Irish consumer. We have partnerships with Anheuser-Busch and Carlsberg, under which the premium Budweiser and Carlsberg beers are brewed here in Ireland.

This co-operative method of working with other drinks companies allows us to broaden the range of products that we offer to consumers.

## Did you know?

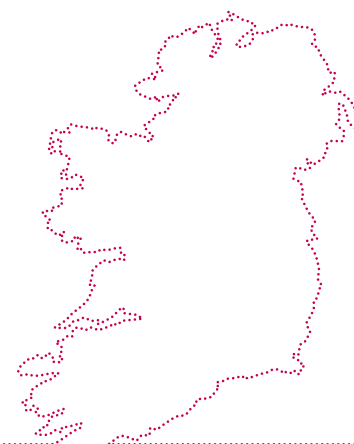
Baileys is the number one liqueur brand and the number six spirits brand in the world.<sup>(15)</sup>



Diageo Ireland Brands		
		Guinness has been brewed in Ireland since 1759. Over 10 million glasses of Guinness are consumed every day around the world.
		Launched in 1974, Baileys Original Irish Cream now accounts for over 50% of Ireland's spirits exports. <sup>(16)</sup>
		Smirnoff is the world's leading premium vodka and is the market leader in Ireland. <sup>(17)</sup> Smirnoff is produced in Dublin.
		Budweiser is one of Ireland's leading beer brands and is brewed under licence at the Kilkenny Brewery.
		Harp is Northern Ireland's number one lager. <sup>(18)</sup>
		Carlsberg is sold in 130 markets and is brewed in 40 countries. It has been brewed under licence by Diageo in Ireland since 1988.
		Smithwick's, Ireland's oldest ale, is inspired by John Smithwick's original recipe. The Kilkenny brewery has been in operation since 1710.
		The Gilbeys Wines portfolio includes popular wines from the new and old worlds.
		Gordon's is the number one gin in the world. <sup>(19)</sup>

## Bringing Ireland to the world

Two of Diageo's four global priority brands are produced in Ireland – Guinness and Baileys Original Irish Cream. Recently Diageo has seen growth in worldwide volumes for the Guinness brand and an increase in global demand for Baileys Original Irish Cream.



## Our values

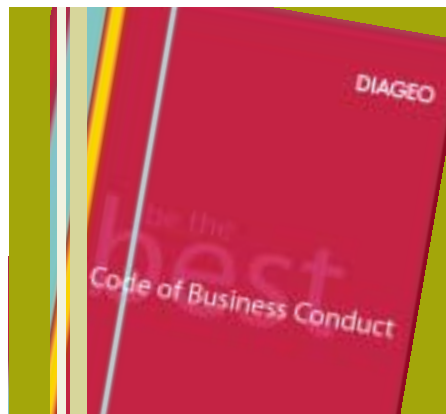
The values and standards that drive all areas of our business deliver great results for our brands and will guide our future activities as the company continues to develop and evolve.

Our values are;

- > We are passionate about our consumers
- > We have the freedom to succeed
- > We are proud of what we do
- > We work to be the best
- > We value each other

The consumer lies at the heart of all our activities. Through research and analysis, the company responds quickly to changing and emerging consumer demands. This commitment to consumers drives growth as we constantly seek innovation across the range of products.

The Diageo ethos fosters an entrepreneurial spirit. Teams are challenged to seek new opportunities for the brands and the company. High standards are set and met by the talented, committed and ambitious workforce.



### Did you know?

Diageo was one of the first Irish drinks companies to promote responsible drinking through advertising.

We believe that realising the commercial aims of our business should be done in tandem with a steadfast commitment to principled and responsible business practice.

For Diageo, success in business is achieved by acting with integrity and in accordance with strong codes of conduct.

Rigorous codes of conduct apply in four main areas – the workplace, the environment, the marketplace and the local and national communities where we have a presence.

## Alcohol and the community

Diageo recognises the benefits of moderate and responsible consumption of alcohol by consumers and is committed to marketing its products to reflect this. Equally, Diageo recognises that some consumers may use alcohol irresponsibly with potentially negative consequences for the individual and others. In addition to ensuring our own marketing activities comply with stringent codes of conduct, the company invests in promoting responsible consumption of alcohol and is actively working in partnership with other stakeholders to address the issue of alcohol misuse.



Diageo is committed, through on-going education programmes and support of other initiatives, to tackling alcohol misuse and to the promotion of sensible drinking. Widely seen and positively received advertising campaigns in many of our markets have encouraged the responsible consumption of alcohol.

In different countries and cultures across the world, Diageo has promoted sensible drinking campaigns and more informed lifestyle choices. A recent addition at Guinness Storehouse in Dublin is the Choice Zone, which challenges visitors to think about their own consumption habits and behaviour.

Examples of our world-wide initiatives include:

- > the 'Don't see a great night wasted' campaign in Ireland;
- > the 'Cool Driver' scheme in Korea;
- > the TIPS (Training for Intervention Procedures) programme for Spanish-speaking servers of alcohol beverages in the US.



**BAR**

**DIAGEO**  
IRELAND

**DRINK SENSIBLY**

## Benefiting the Irish economy

Diageo's operations are located throughout Ireland. These deliver premium brands to consumers in Ireland and abroad.

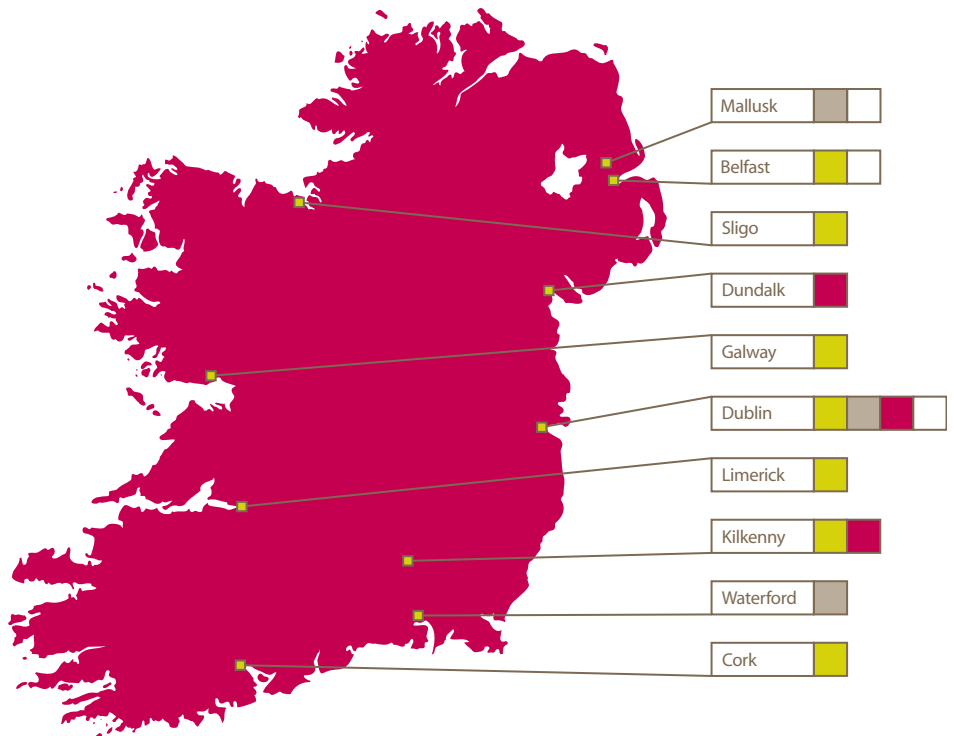
We have breweries in Dublin, Kilkenny, Dundalk and Waterford. Baileys Original Irish Cream is produced at Nangor Road in Dublin, and more recently at a production facility at Mallusk in County Antrim. Major bottling, canning and distribution centres are located in Dublin and Belfast. Our regional sales offices operate from Kilkenny, Cork, Galway, Limerick and Sligo and the NI headquarters are located in Belfast.

Diageo is an important contributor to these local economies. Many of our operations have long and historic links with their local communities and we are committed to trying to improve the social, educational and cultural needs of these communities. For example, many employees serve on local committees, including voluntary and charitable endeavours.

Apart from the direct employment provided, we use a wide range of suppliers throughout Ireland. For example, every year 50 million gallons of Irish milk goes into the manufacture of Baileys Original Irish Cream. The production of our beers also means that Diageo is the single biggest user of malted barley.

### Diageo Operations and Commercial Sites in Ireland

Sales
  Production
  Brewing
  Packaging



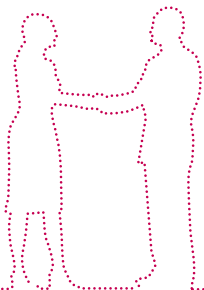
## Working worldwide

Diageo's brands are produced in a wide variety of countries. We have a broad range of premium spirit brands produced and sold in locations across the world, from Bundaberg rum in Australia to Johnnie Walker scotch in Scotland and, of course, Baileys Original Irish Cream, produced in and distributed from Ireland.

In Scotland, Diageo has a number of Scotch whisky distilleries including the Classic Malts – Cragganmore, Dalwhinnie, Glenkinchie, Lagavulin, Oban and Talisker. Smirnoff vodka is produced in locations throughout the world, in places such as Durban, Dublin, Nairobi and Huntingwood, Australia.















Guinness stout – of course – has its main export centre in Ireland and we have invested strongly in the modernisation of the Irish production operations. As the outstanding Diageo beer brand, Guinness is brewed in 50 countries throughout the world and sold in 150.

Our principal wineries can be found in the United States, France and Argentina with other major production centres for Diageo brands sited in Jamaica, Nigeria, Australia, South America and South Africa.



### Did you know?

Two of the four global priority brands are Irish in origin, Guinness and Baileys Original Irish Cream.

Global Priority Brands		
		Number one premium vodka in the world <sup>(20)</sup>
		Number one scotch whisky <sup>(21)</sup>
		Number one stout in the world <sup>(22)</sup>
		Number one liqueur in the world <sup>(23)</sup>
Leading Brands		
		Number two scotch whisky in the world <sup>(24)</sup>
		Number two rum in the world <sup>(25)</sup>
		Number one premium tequila in the world <sup>(26)</sup>
		Number one selling premium gin in the U.S. <sup>(27)</sup>



## The global reach

The Diageo range of premium drinks includes nine of the world's top 20<sup>(28)</sup> premium distilled spirits brands.

The North American market is one of our top priorities especially since the partial acquisition of Seagrams in 2001. North America is a vast and mature market and represents both a major challenge and a great opportunity for Diageo in the future.

We have had a significant presence in Africa for many years. Guinness Foreign Extra Stout is the continent's most widely available beer. Guinness Foreign Extra Stout is often produced in partnership with local brewers and it is sold in some 30 African countries. In fact the Guinness brewery in Nigeria is the second largest brewery after St. James's Gate in Dublin.



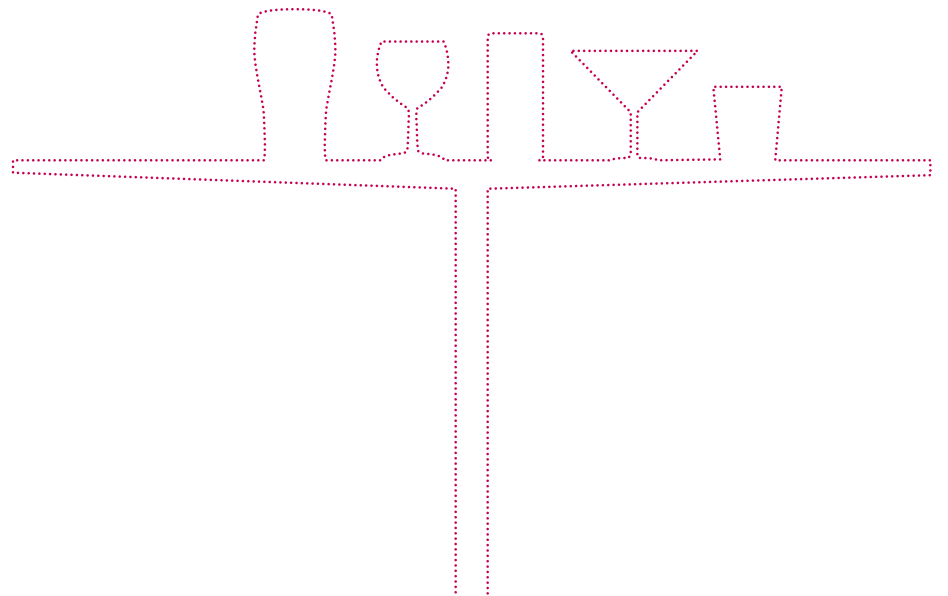
Diageo Worldwide

**200**  
Markets

**22,500**  
Employees

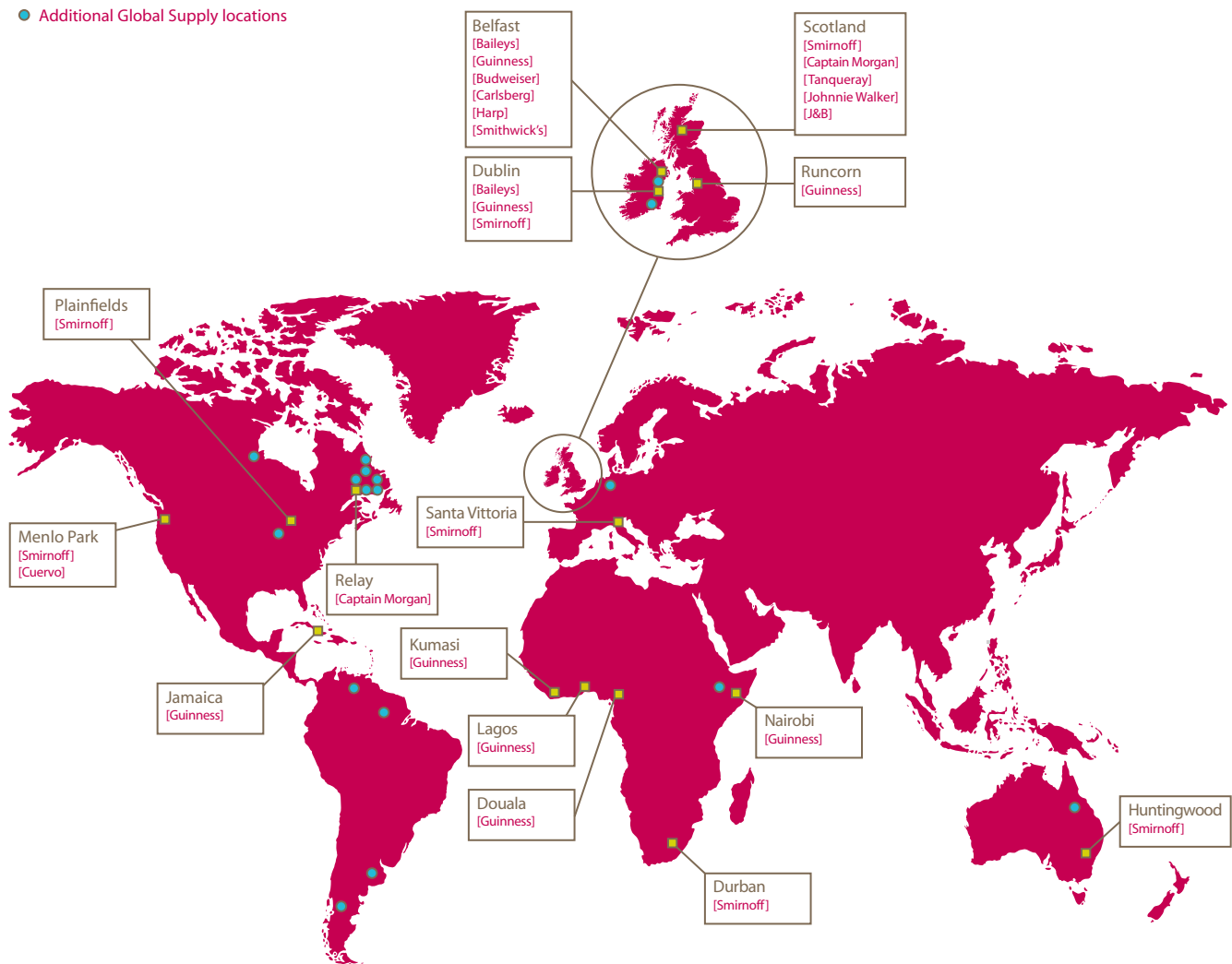
**GBP£22 billion**<sup>(29)</sup>  
Market Value

**GBP£8.8 billion**<sup>(30)</sup>  
Turnover annually



Global Network Supply

● Additional Global Supply locations



**Did you know?**

The Diageo brewery in Nigeria is the second largest Guinness brewery after St. James's Gate in Dublin.





Whenever people choose to drink, we want them to think of our brands first.

### Growing ambition

At Diageo, we are passionate about bringing an outstanding collection of premium drinks brands to the widest audience possible.

By on-going innovation and investment in all aspects of our products, we make them continually relevant and exciting to today's and tomorrow's consumers. This is reflected in the impressive growth in our North American and African Markets.

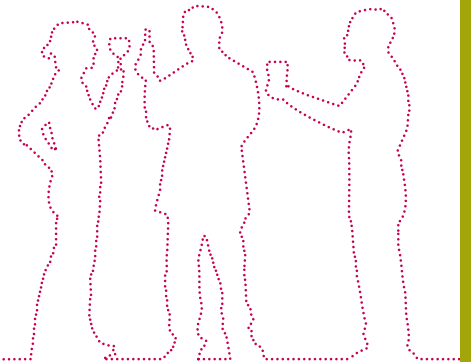


### Did you know?

Every minute of every day 2,000 glasses of Baileys are enjoyed world wide.



In tandem with the progress of the Diageo brands we run on-going programmes promoting the responsible consumption of alcohol. There is a very strong commitment to this initiative, with campaigns dedicated to the encouragement of a mature, sensible approach to drinking.



In addition to the top markets, we are widening and deepening our focus on the developing markets, which include countries of considerable potential such as China, Russia, India and Brazil.

The premium brands themselves continue to evolve and move forward. A series of brand innovations include global redesigns for Smirnoff, Johnnie Walker and Baileys Original Irish Cream and the launch of Guinness Extra Smooth in Africa.



# Our company **and** our history







# Our company and our history

## The Guinness brewing legend encompasses many of the values that lie at the heart of Diageo in Ireland

The story of Arthur Guinness, who built a brewing business on foundations of quality, enterprise and innovation, continues to inspire the company today.

### A brewer born

Arthur Guinness, born in 1725 in Co. Kildare, was the son of Richard Guinness, who for many years had been Land Steward to the Most Rev. Arthur Price, Archbishop of Cashel. One of Richard's duties was to supervise the brewing of beer for the workers on the estate. As Arthur grew up, he helped his father with his work.



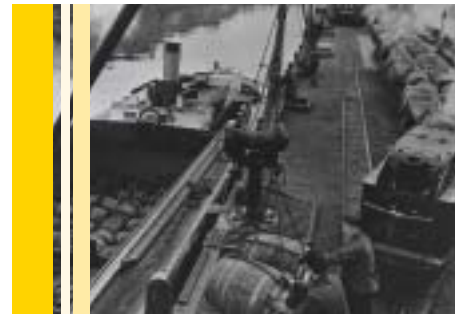
When, in 1752, Arthur was left an inheritance of £100 by Archbishop Price, he used the money to start his own brewery in Leixlip with his brother Richard. Just three years later, he handed the business over to Richard and went to Dublin with a view to starting a brewery of his own.

On 31st of December 1759, Arthur Guinness signed a lease on the St. James's Gate Brewery for 9,000 years at £45 per annum. The brewery he bought was small, disused and ill-equipped. The premises at the time consisted of four acres with a copper, a kieve, a mill, two malshouses, stabling for twelve horses and a loft to hold 200 tonnes of hay. So began the Guinness brewing legend and the St. James's Gate Brewery has ever since been at the heart of the on-going success of Guinness.



### Growth and expansion

By the 1770s the now famous Guinness porter was being brewed. In 1799 the decision was made to concentrate solely on brewing extra stout porter instead of the weaker ale which was then being produced. The late eighteenth century marked a period of rapid growth, with the first major expansion of the brewery taking place. In 1803 Arthur Guinness died, and his son Arthur Guinness II took over.



### Did you know?

The St. James's Gate Brewery is the world's largest stout producing brewery.

By 1833 St. James's Gate Brewery had become the largest brewery in Ireland and in 1862 the GUINNESS® trademark label was introduced. Under Edward Cecil Guinness, in 1873, the size of the brewery doubled and spread north of James's Street to bound the river Liffey. That same year, Guinness commissioned a fleet of barges and built a jetty at Victoria Quay specifically so that brewery barges could travel to Dublin port.

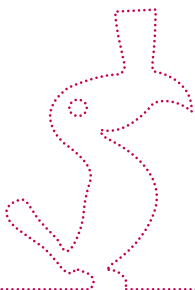


By 1886, Guinness had become the largest brewery in the world, with an annual production of 1.2 million barrels. An illustration of the global profile that Guinness now had was the appointment of Overseas Travellers in the 1890s – these were international quality controllers, who travelled abroad to ensure that the Guinness sold outside of Ireland was of the same high quality as that found at home. This commitment to quality has been a cornerstone of the brewing process up to the present day.

The beginning of the 20th century saw further expansion and at its peak more than 4,000 people were in direct employment at St. James's Gate. By 1914, output had reached almost 3 million barrels annually.

This century also saw the strengthening of Guinness as a truly global brand. Foreign Extra Stout, a variant of the original Guinness stout, fortified specifically for export, was shipped – and later brewed – in countries across the world. Foreign Extra Stout now accounts for over 40% of the Guinness sold worldwide.

With the launch of draught Guinness as it is now known, in the 1950s, Guinness further increased in popularity and its distribution widened. Guinness today is more than a brand. It is an icon and a symbol of Ireland itself.

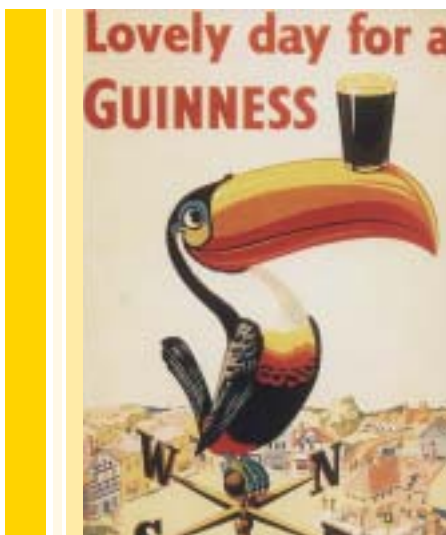




## Famous advertising

1929 was a milestone year for Guinness, as it marked the beginning of the company's highly inventive and distinctive marketing with the launch of the first official advertising campaign and the 'Guinness is good for you®' slogan. This was followed by the well-loved Gilroy posters in the 1930s, with their unmistakable style of illustration and the introduction of the toucan and a menagerie of other animals.

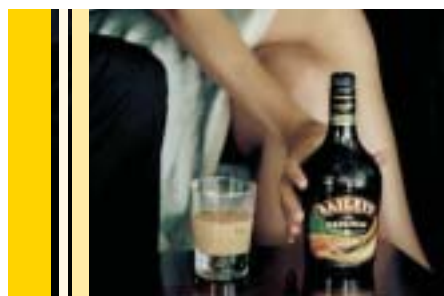
Guinness advertising has since become both a source of national pride and an eagerly anticipated event. From the idiosyncratic series featuring Rutger Hauer, to the 'Dancing Man' commercial, Guinness ads have been among the most talked-about and celebrated in the world.



Perhaps the highest accolade given to Guinness advertising was the poll taken in 2000 by Channel 4 in the UK. It voted the Guinness 'Surfers' commercial which featured magnificent white horses galloping with the surf, the most popular TV commercial ever shown.

## World leading Irish brand – Baileys

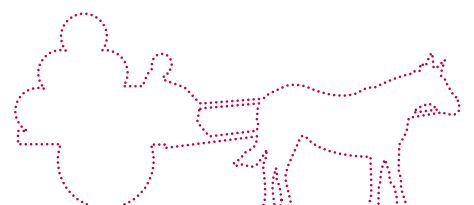
When Baileys Original Irish Cream was developed in Ireland in 1974 it became the world's very first cream liqueur and created a whole new drinking experience for consumers. Since its inception, Baileys Original Irish Cream has embodied many of the attributes that distinguish Diageo brands worldwide – quality ingredients, high production standards and insightful, engaging marketing.



In creating Baileys Original Irish Cream, the company recognised a gap in the market for a smooth and pleasant tasting drink. The development team was inspired by Ireland's tradition in distilling and the quality of Irish dairy products. From the beginning, only the best natural ingredients have been used in the production of Baileys Original Irish Cream and the recipe remains a well-kept secret.

Baileys Original Irish Cream was an immediate success in Ireland and within one year was test marketed in the Netherlands, Denmark and the UK. Less than five years after its launch, annual sales of Baileys Original Irish Cream had grown to 3.5 million cases. By 1981 Baileys Original Irish Cream was sold in 30 countries and now over 6.6 million cases per year are sold in 130 countries.

The international success of Baileys Original Irish Cream is supported by the thousands of people actively engaged in the sale, promotion and distribution of Baileys Original Irish Cream worldwide. Baileys Original Irish Cream continues to be produced in Dublin and more recently a second production and bottling site was opened in Mallusk in Northern Ireland.





## A tradition of great brands



The company's history of developing great brands extends beyond Guinness. Today Diageo produces a range of fine beers, ales and lagers in a number of locations throughout Ireland where there is an established brewing tradition and where high quality raw ingredients can be locally sourced.

Smithwick's ale was originally brewed in the St. Francis Abbey Brewery in Kilkenny which is situated on the site of an old Franciscan Abbey where monks had brewed ale since the 14th century. Commercial brewing began in 1710

when John Smithwick brewed Smithwick's for the first time and by the 1920s it had become the largest selling ale in Ireland,<sup>(31)</sup> a position it holds to this day. Smithwick's is also sold in North America.

The Great Northern Brewery in Dundalk was built in the late 1890s and produced stout and ale until the 1950s. In 1960, following substantial investment in the site, it became the brewing home of the newly developed Harp lager. At that time countries such as Germany, Holland and Denmark were best known for lager production. Guinness acquired the

expertise of the renowned Cologne brewmaster Dr. Herman Muender, who ensured that continental experience, combined with top quality local raw ingredients created a premium lager for the Irish market. Harp lager is brewed in the Dundalk Brewery to this day.

As well as the beer brands developed in Ireland, Gilbeys Wines have brought the best of new and old world wines to Irish consumers since 1858.

**Did you know?**  
Baileys was the world's first cream liqueur.

# Our company **and** our work





# Our company and our work

## Our people are at the very heart of all that Diageo in Ireland does.

With major centres of operation across the island of Ireland, for brewing, packaging, distribution, sales, marketing and administration, Diageo draws on a considerable pool of Irish and international talent to drive the business forward. Our quality products are supported by creative and impactful marketing. In the on and off-trade, we work to maintain close working relationships with our customers. Diageo is a major supporter of the pub and off-trade businesses in Ireland with a high level of service and a large financial investment in retail marketing and business development initiatives.

Employees work in state-of-the-art production and packaging centres dedicated to delivering to consumers the finest quality premium drinks brands. In each facility, our people work with the latest technology and management systems, encouraging a progressive, entrepreneurial culture.

The production centres are the 'backbone' of our operations. For most products, we are responsible for the procurement of raw material supplies all the way through to product delivery to customers. This involves working with suppliers and business partners. Our distribution centres are responsible for the complex logistics of delivering Diageo brands.

It is their efficient running that ensures our customers receive prompt delivery of their orders for our products.

We have seven major production facilities, St. James's Gate and Nangor Road in Dublin, Mallusk in Antrim, Belfast, Dundalk, Kilkenny and Waterford. These serve both the domestic and international markets.

### Diageo Main Centres

#### Dublin

> St. James's Gate

Head Office  
Brewing, Production & Kegging

> Nangor Road

Baileys & Spirits  
Production & Bottling

#### Belfast

Head Office NI  
& Packaging

#### Dundalk

Brewing & Kegging

#### Kilkenny

Brewing & Kegging

#### Mallusk, Co. Antrim

Production & Bottling

#### Waterford

Production

### Did you know?

Diageo invented the world's first widget device used to create the perfect head in bottled and canned beers.



## Building our talent

Altogether Diageo employs over 2,200 people in Ireland.

We are dedicated to ensuring that we engage our employees, develop their talent to have the right skills to achieve our business plans. This covers a wide range of activities, from implementing performance and reward systems to providing professional and personal support to organisation development. Our employees can realise their potential and maximise their skills through company-supported further education and on-going training. As part of a global company, employees avail of opportunities to work with Diageo worldwide. Similarly Diageo personnel from overseas can avail of international assignments in Ireland.

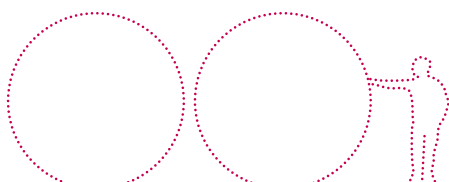


## A recipe for success

Diageo's success is driven by the quality of the products we offer consumers. World class research, development and on-going improvement in every stage of the brewing, distillation and dispense processes for our brands ensures that the quality of our products meets the demands of consumers.

The excellence of our premium beers and spirits such as Guinness, Harp, Smithwick's and Smirnoff is recognised, with many brands receiving international awards.

Through our technical expertise and insight, we continue to evolve our processes and brands to best meet the needs of all our customers. The Global Brand Technical Centres based in St. James's Gate and Baileys Nangor Road lead in the areas of researching, testing, manufacturing and distributing brands.



## Brewing Centres

### Guinness – St. James's Gate, Dublin

The St. James's Gate Brewery is where it all began. Today it is the largest stout-producing brewery in the world and the lead plant in the production of Guinness special ingredient.

In the last couple of decades, it has been transformed by a number of major capital investment and new technology programmes, totalling €350 million.

Occupying 56 acres on the banks of the River Liffey, St. James's Gate Brewery produces the equivalent of 12 million kegs of Guinness annually for both the domestic market and for export to Europe, the USA and other world markets.

St. James's Gate is also the headquarters of Diageo Ireland where around 1,200 people work in areas including sales, marketing and customer service.



**€350m** Investment

### Waterford Brewery

The brewery in Waterford's Mary Street has been in existence since 1792. An investment of €40 million in this location created a state-of-the-art special ingredient plant to produce Guinness flavour extract, the essence of Guinness. The essence is exported to the 50 countries where Guinness is brewed.

A fully equipped laboratory carries out in-process and final process analysis before the extract is sent to Guinness breweries abroad. This rigorous process ensures draught and packaged Guinness is consistent and of the highest quality wherever it is consumed around the world.



**€40m** Special ingredient plant

### Dundalk Brewery

The Dundalk Brewery, the second largest in Ireland after St. James's Gate, consists of a brewhouse capable of producing lagers and ales. Nowadays Harp, Satzenbrau, Macardles Ale, Smithwick's, Carlsberg and Warsteiner are brewed on-site in Dundalk. In 1988, the brewery took over the franchise to brew Carlsberg in Ireland.

There are about 80 people employed at the Dundalk brewery across a range of disciplines including production, supply, customer service, technical and quality control.



Ireland's second largest brewery



### St. Francis Abbey Brewery, Kilkenny

St. Francis Abbey Brewery has long and historic links with the city of Kilkenny and is Ireland's oldest operating brewery. The tradition of brewing ale commenced in the 14th century. John Smithwick first began brewing here in 1710 and the name of one of his beers, Smithwick's ale has been a familiar part of Irish life for three centuries now.

The brewery is also responsible for brewing Budweiser, one of Ireland's best-selling lagers under license from Anheuser Busch in the United States. Since the early 1980s there has been substantial capital investment in the site in terms of plant, equipment, technology and modern manufacturing systems.

In 1993 the brewery gained accreditation for the ISO 9002 quality standard, in a further development of its brewing prowess. St. Francis Abbey has a total capacity for producing over 2.4 million kegs per annum.



Ireland's oldest operating brewery

## Production Centres

### Baileys – Mallusk and Dublin

The Baileys Original Irish Cream production facilities are located in Nangor Road, on the outskirts of Dublin, and at a new location in Mallusk, County Antrim, just outside Belfast. A total of over 6.6 million cases will leave the gates of these two sites every year, destined for over 130 countries.

The new production plant at Mallusk covers an area of 100,000 sq. ft. and manufactures, bottles and packs Baileys Original Irish Cream. Its development is indicative of the strong year-on-year growth in sales of Baileys Original Irish Cream worldwide.

There are 300 people employed directly in Ireland in the manufacturing and marketing of Baileys Original Irish Cream. It is the top-selling liqueur brand in the world and one of Diageo's global priority brands.



100,000 sq. ft. new production plant

### Canning, distribution, bottling and packaging – Belfast

The Global Supply bottling and canning plant at Marshall's Road, Belfast has developed processes to allow it to operate at the highest levels of quality standards and efficiency. Over the past few years the plant has become one of Northern Ireland's major exporters in the food and drink sector. It is responsible for distribution throughout Northern Ireland and for export markets. In addition to Guinness packaging, Budweiser, Harp, Carlsberg, Smirnoff Ice and Smithwick's are bottled and canned here.



There are over 200 people employed at the Marshall's Road site

### Did you know?

300 quality experts work nationwide in Ireland to maintain the art of the perfect pour.



## Sales

Our sales people are our strongest link to our customers, offering them expert advice and support. They meet licensees in the pub trade and customers in the off-trade and receive feedback about sales, product launches and promotions. This essential dialogue allows us to assess our performance and effectiveness and adapt as required.

**Sales offices are located in Belfast, Cork, Dublin, Galway, Kilkenny, Limerick and Sligo.**

Working with our sales team, targeted retail marketing campaigns are delivered at a local level ensuring we can respond effectively as new opportunities arise.

## Marketing

Strengthening brand equity and developing brand loyalty lies in understanding the unique appeal of each individual beer, wine or spirit. Through our marketing activities we identify the most engaging values consumers recognise our brands possess.

We invest strongly in marketing, bringing together highly talented and dedicated professionals to further the development of our brands. Meeting the requirements of through-the-line marketing campaigns is an integral element of all our sales and promotional activities.



All marketing activity must adhere to our rigorous Code of Marketing Practice for Alcohol Beverages, ensuring the integrity and appropriateness of each element of the communication.



## Brand Technical Centres

Diageo has a number of brand technical centres around the world. The centres provide support to Diageo Global Supply across a number of key areas including:

- > Quality assurance and management
- > Environmental, health and safety management
- > New product innovation and commercialisation
- > Brand development and extension
- > Business engineering and capital investment projects
- > World class manufacturing and improvement projects

Two brand technical centres are located in Ireland. St James's Gate has responsibility for the Guinness brand and all other ale, lager, cider and stout brands in the Diageo range. The brand technical centre at Nangor Road is responsible for Baileys Original Irish Cream and all other Diageo cream liqueurs.

## Did you know?

Guinness is brewed in 50 countries throughout the world and sold in 150.



## Quality Support

The quality control standards central to Diageo brands are backed up on the ground by a quality support network which covers every part of Ireland and represents an annual spend of €50 million. Expert teams are available to customers and provide the expert assistance that ensures that products are supplied and maintained in first-rate condition.

Working in partnership with the trade, control standards cover all aspects of quality including:

- > Correct gas mixture
- > Consistent dispense temperature
- > Clean beer-lines
- > Correctly cleaned glasses
- > Crafted presentation

Over 11,000 premises are visited monthly by members of the technical support team. The work of this specialist team ensures that quality standards are maintained and consumers enjoy a consistent experience irrespective of where or when they purchase our brands.

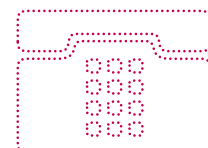


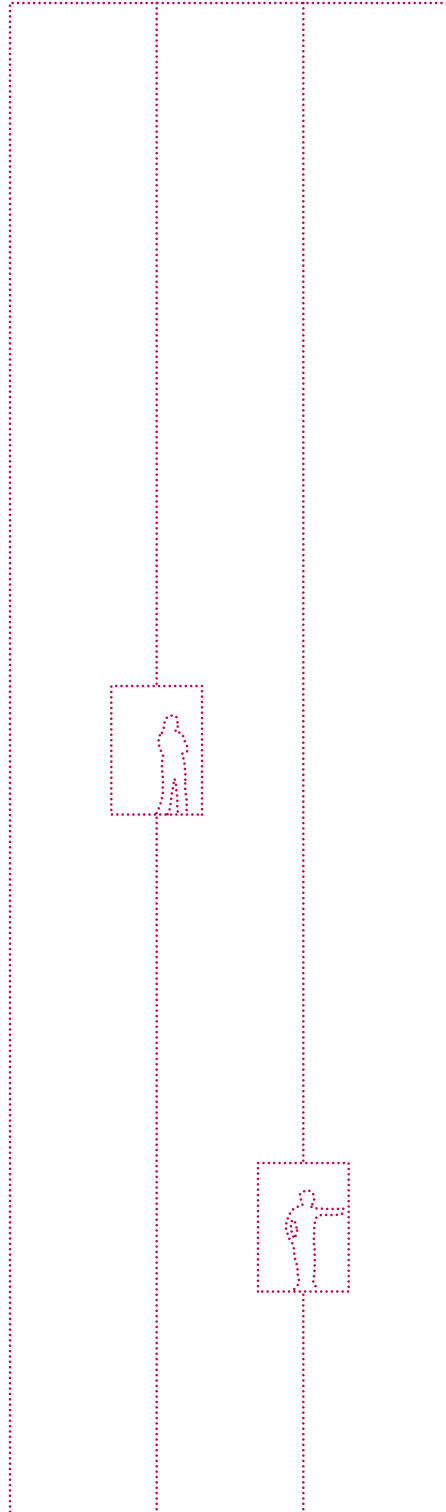
A customer contact centre has been developed for all of our customers throughout Ireland, providing a full range of support from order taking to the latest information on sales incentives. The number is:

Trade Customer Contact Centre  
**1890 23 08 30**

The dedicated consumer helpline is ready to respond to all public queries about the company and brands and to handle feedback. The number is:

Consumer Information Line  
**1890 25 00 00**





## Guinness Storehouse

Guinness Storehouse at St. James's Gate was originally built between 1902–1904 to house the fermentation process. Notably, it was the first steel framed building in the British Isles, with a design based on the Chicago style of architecture.

In 1996, the Guinness Storehouse project began with a view to redeveloping the site as a premier visitor attraction. The aim of the project was to allow the visitor to see and hear the story of the history and evolution of Guinness.

Guinness Storehouse is also home to:

- > Gravity Bar – the popular roof-top bar
- > A state-of-the-art learning centre
- > Reception and hospitality facilities
- > Guinness archive

Within Guinness Storehouse visitors can view well-loved advertising from all over the world.

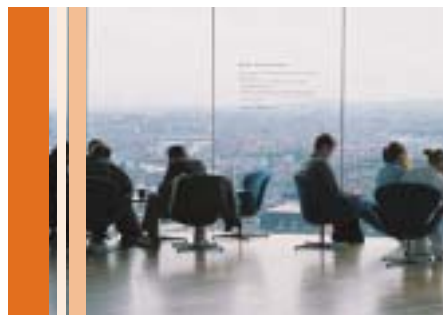
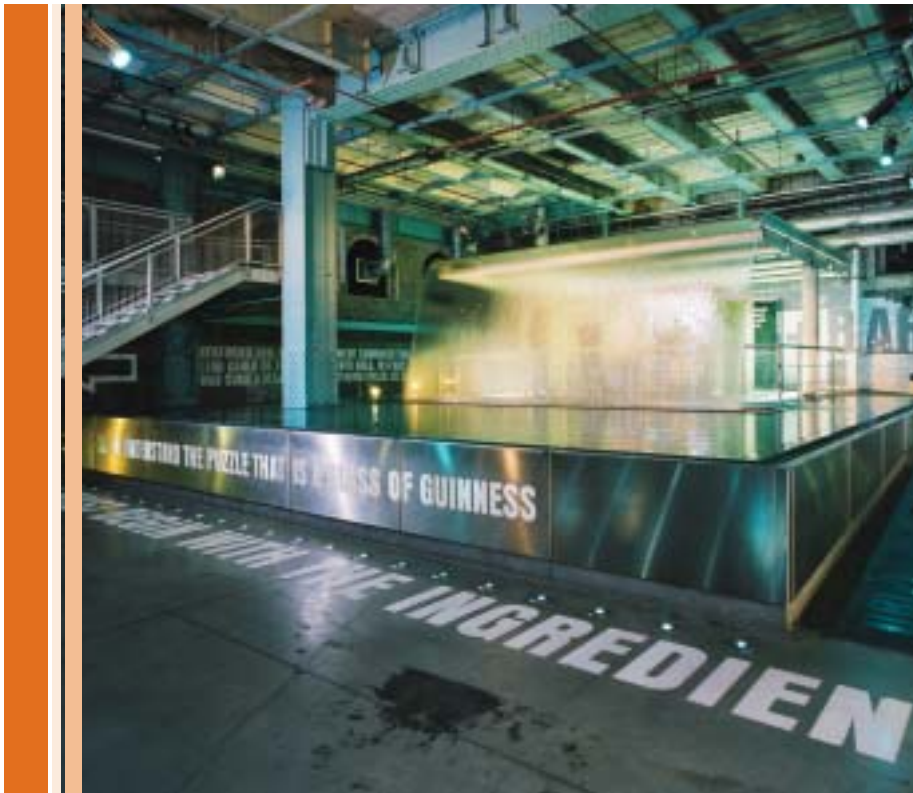
The success of Guinness Storehouse, as Ireland's must-see visitor attraction, lies in the unexpected and interactive approach to the Guinness brand experience. Every sense is stimulated and each level is designed to be both informative and entertaining.

Since it opened its doors in 2000, Guinness Storehouse has become one of Ireland's leading tourist attractions. Each year it welcomes over 700,000 visitors and in March 2004 celebrated its 2 millionth visitor. Guinness Storehouse is now the 5th most popular brand experience in the world.<sup>(32)</sup>

[www.guinness-storehouse.com](http://www.guinness-storehouse.com)

Guinness Storehouse

# 700,000 Visitors Annually



### Visitors to the Guinness Storehouse include:

- > Former US President Bill Clinton
- > An Taoiseach, Bertie Ahern TD
- > The King of Sweden, Gustav Carl XVI

### Other guests include:

- > Susan Sarandon
- > Tim Robbins
- > Pierce Brosnan
- > Johnny Knoxville
- > Westlife
- > David Gray
- > Chris Evans
- > Ronan Keating

### A number of prestigious events have been held at Guinness Storehouse including:

- > MTV Awards Party
- > Irish Meteor Music Awards After-show Party
- > Patrick Kielty Almost Live
- > Captain Correlli's Mandolin Première Party
- > World Association of Newspapers Conference
- > Robbie Williams Concert Party

### Did you know?

Guinness Storehouse is Ireland's number one overseas visitor attractions.<sup>(33)</sup>

# Our company **and** our brands









# Our company and our brands

## Diageo's premium drink brands are an outstanding collection of globally famous beers, spirits and wines.

The names – Guinness, Smirnoff and Baileys – are known, respected and enjoyed in countries throughout the world. We are proud of our brands and want them to be appreciated for the excellence that they offer consumers.

The collection of brands produced in Ireland include Guinness, Baileys, Smirnoff, Smithwick's and Harp. Internationally successful brands such as Carlsberg and Budweiser are brewed under licence by Diageo in Ireland. Our beers and spirits range is complemented by Gilbeys Wines diverse range of quality wines.

Our local priority brands are part of a much broader collection managed by Diageo in Ireland. This collection includes Johnnie Walker, Bells Scotch Whisky, Black & White Whisky, the Classic Malts, Captain Morgan rum, Jose Cuervo tequila, Tanqueray and Gordon's gins, Archer's schnapps, Pimms and Kilkenny Irish Ale. Gilbeys Wines brings popular wines and champagnes such as Blossom Hill, Santa

Rita, Faustino, Louis Latour and Barton and Guestier to the Irish consumer.

Throughout Diageo, we work to ensure that each brand responsibly maximises its potential, building market share and customer loyalty at all stages of the process. The highest standards apply to all parts of our operations from production through to customer care, and from marketing through to quality control at production sites and in on-trade premises.

### Diageo – an Irish flavour

The contribution of Irish brands to the success of Diageo is striking and enduring. Two of the four global priority brands are Irish in origin, Guinness and Baileys. Guinness is the number one stout<sup>(34)</sup> in the world, with 10 million glasses consumed every day.

The overseas markets for Guinness is growing. Its lasting appeal is based on the inherent quality of the product and is reflected in the iconic status it has attained.

Baileys Original Irish Cream, a relative newcomer launched in 1974, is now the number one liqueur in the world. Every minute of every day, 2,000 glasses of Baileys are enjoyed worldwide.



Michael Ioakimides  
Managing Director Diageo Ireland



Paul Walsh  
CEO Diageo plc

Paul Murphy  
Secretary of State  
for Northern  
Ireland



### Did you know?

The St. James's Gate Brewery produces the equivalent of over 12 million kegs of Guinness annually.

# Guinness

## Product Overview

Guinness is the best-selling stout in the world,<sup>(35)</sup> brewed in 50 countries worldwide to suit local tastes. Every day more than 10 million glasses are enjoyed worldwide. Guinness is famous for its dark colour, creamy head and unique surge and settle.

Guinness has been brewed from the same natural ingredients from its inception – malted barley, water, hops and yeast. It is the addition of a small quantity of roasted barley, which gives Guinness stout its distinctive ruby colour and slightly bitter taste.



## History

In 1759 Arthur Guinness began brewing at St. James's Gate. He started by brewing ales, but soon concentrated solely on his now-famous 'Porter'. The beer was known as porter because of its popularity with the porters working at the docks of Covent Garden and Billingsgate in London.

Guinness went on to brew porter so well that he eventually ousted all other imports from the Irish market. In 1796 he began exporting porter.

In the 1820s, a stronger porter, called Guinness Extra Stout was introduced. By 1833, the St. James's Gate Brewery was the largest in Ireland. In 1881, annual production had surpassed one million barrels a year and by 1914 the brewery was the largest in the world. It is still the world's largest stout producing brewery and is one of the biggest breweries in Europe. Worldwide sales of Guinness continue to grow and the St. James's Gate Brewery is working to increase its annual output by 50% to the equivalent of 12 million kegs.

## Promotion

Guinness today is sold in more than 150 countries. In a dynamic market place, Guinness has encouraged drinkers to remain receptive to the beer with stylish, contemporary advertising.

Guinness remains a central part of Irish life through many local and national sponsorships. Today Guinness sponsors events in the arts and sports arenas such as The Guinness Cork Jazz Festival and the All-Ireland Guinness Hurling Championships.



**Did you know?**  
50,000 pints of Guinness around Ireland are assessed each year on head height, taste, temperature and presentation.

# Baileys

## Product Overview

When it was first launched over 30 years ago, Baileys Original Irish Cream created a whole new type of drink, never tasted by consumers before. Its rich marriage of fresh dairy cream, Irish whiskey, finest spirits and natural flavours provides a luxurious drinking experience. It is now sold in 130 countries worldwide and is the number one selling liqueur<sup>(36)</sup> in the world and the sixth largest selling<sup>(37)</sup> spirit brand in the world. Baileys accounts for 6% of all Irish food and drink exports.<sup>(38)</sup>

The technique of blending the ingredients to create the unique Baileys taste is a closely guarded secret. But the ingredients themselves are of the highest standard, with over 40,000 dairy cows producing the daily cream requirement and most of the ingredients and packaging sourced in Ireland.



## History

In 1974 Gilbeys of Ireland launched a new brand into the speciality liqueur market. It was unique, smooth tasting and made entirely of natural ingredients. The great taste of Baileys Original Irish Cream was fundamental to its success, giving consumers the chance to indulge in a sensuous pleasure.

By 1980, annual sales were 1.5 million cases. By 2001, this figure had reached 5 million cases a year. By the end of 2003, Diageo was delighted to announce that Baileys Original Irish Cream had achieved growth world-wide with production now at around 6.6 million cases per annum.

## Promotion

Baileys Original Irish Cream continued success is supported by strong investment in sales support and advertising. New global campaigns reinforce Baileys Original Irish Cream as a contemporary brand choice.



## Did you know?

Baileys accounts for over 50% of Irish spirit exports.<sup>(39)</sup>

# Smirnoff

## Product Overview

Smirnoff is a legendary name and the world's premium international vodka. Due to a unique filtration process, Smirnoff vodka provides a clean, crisp clear taste for the discerning consumer.

The three Russian state coats of arms on each bottle denotes Smirnoff as the official purveyor to the Imperial Russian Court in the 1880s. Since production moved beyond Russia, Smirnoff has maintained its reputation as a distinctive vodka of exceptional quality. Most recently it was awarded a Gold Medal in the 2003 World Spirits Competition.

While Formula No.21, the recipe for Smirnoff, is a closely guarded secret, the ingredients themselves are no mystery – the finest grain and pure filtered water.

A new broad-shouldered tapered bottle design was launched in Ireland in March 2004. The Roman numeral III represents the triple distillation process and the Roman numeral X signifies the 10 times filtered process.



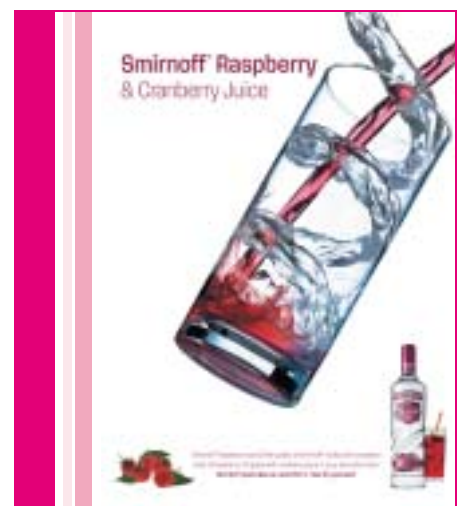
## History

Muscovite Pierre Smirnoff founded his distillery in 1864, where he revolutionised vodka production through his use of continuous distillation techniques. In 1886, his business was awarded the honorary title of official purveyor to the Imperial Russian Court.

Following Pierre's death and the Russian revolution, his son Vladimir reestablished the family business in Paris. Vodka became an increasingly international drink through the 1950s and 1960s, with Smirnoff being the first vodka to be launched in Ireland in 1961.

## Portfolio

Smirnoff is the best selling premium<sup>(40)</sup> vodka in Ireland. The success of the brand continues with the introduction of a range of Smirnoff flavoured vodka: Smirnoff Vanilla, Smirnoff Raspberry, Smirnoff Citrus and Smirnoff Orange.



## Did you know?

Smirnoff is the world's leading premium vodka and is the number one spirits brand in Ireland.<sup>(41)</sup>



# Budweiser

## Product Overview

Budweiser is the largest-selling beer<sup>(42)</sup> in the world. It is brewed in Ireland by Diageo under licence from Anheuser-Busch at the St. Francis Abbey Brewery in Kilkenny. Since its launch here in 1986, Budweiser has become a market favourite in the Irish beer market.

Brewmasters agree that the most difficult beer to produce is one that is skillfully balanced so that no single ingredient overpowers another. Budweiser accomplished this with a unique brewing process that gives it its clean, crisp taste. It is the the beechwood ageing which lightens the colour and body in Budweiser and sets it apart from other lagers.

Quality is assured at the Kilkenny brewery by the resident Anheuser-Busch brewmaster working in partnership with the brewery team. This ensures that a world-class product, a perfect match for its American-brewed counterpart, is delivered at all times.



## History

Budweiser was first brewed by Anheuser-Busch at the company's US headquarters in St. Louis, Missouri in 1876. The St. Louis Brewery was constructed in 1870 and was substantially expanded and modernised in 1946. The complex covers over 100 acres and parts of it, including the 1892 brewhouse and the 1885 Clydesdale stables, have been designated national historic landmarks by the United States Office of the Interior. Today Anheuser-Busch has 12 breweries in the United States.

Budweiser was first launched in Ireland in 1986, in can and bottle. Draught Budweiser was launched in 1987. Irish-brewed Budweiser was given the official seal of approval by August Busch III on his visit to Ireland in 1986 and is tested for quality and taste by brewmasters in St. Louis every week.

## Promotion

The success of Budweiser in Ireland has been achieved in its advertising by combining quirky, intelligent humorous ads and the popular 'Clydesdale' ads which communicate the beer's quality.

## Budweiser Irish Derby

With more than 30,000 race enthusiasts attending each year, the Budweiser Irish Derby is one of the highlights of the Irish racing calendar. The Derby is the richest flat race in Ireland with a prize fund of €1 million.

Budweiser is also a key sponsor for three of Ireland's most prestigious golf events – The Irish Golf Open, The European Golf Open and The Ryder Cup 2006.



## Did you know?

Budweiser is the world's best-selling beer.<sup>(43)</sup>



# Carlsberg

## Product Overview

Carlsberg has been brewed and marketed in Ireland under licence by Diageo since 1988. It is brewed from the finest ingredients of malted barley, water, hops and yeast in the Dundalk Brewery. Its distinctive aroma and colour have made it one of Ireland's most popular lagers.

Carlsberg is the choice of the discerning drinker. Since the foundation of the company, the Carlsberg commitment to quality-controlled production has been part of its brewing ethic. A fresh, clean taste has made it one of the most famous beers in the world. Lager drinkers who value the quality and heritage inherent in Carlsberg are particularly loyal consumers.

The following words, written in founder J.C. Jacobsen's will in 1882, are still the foundation stones for the company: 'Carlsberg's products may ever stand out as a model and so, through their example, assist in keeping beer brewing on a high and honourable level'.

## History

The brewery was established in 1847 by Captain J. C. Jacobsen who named it Carlsberg after his son Carl Jacobsen's interest in science and history led him to establish the Carlsberg Foundation in 1876. Its objectives are to fund research in the Carlsberg laboratory and to promote the basic sciences. In 1913, on behalf of the company, one of Carl Jacobsen's last official acts was to present the City of Copenhagen with the famous Little Mermaid.

Carlsberg merged with Tuborg, Denmark's other major brewery, in 1970 to become United Breweries Ltd.

## Promotion

Carlsberg's main advertising concept the 'If Carlsberg made...' series continues to out-perform the industry norm whilst a renewed focus on quality communication reinforces its claim to be 'Probably the best lager in the world'. In 2004, sponsorship of the Premiership and Euro 2004 televised games supported the positioning of Carlsberg as a sociable and contemporary brand.



## Did you know?

The Carlsberg distinctive taste comes from the brewery's unique strain of the Saccharomyces Carlsbergensis yeast.



# Harp

## Product Overview

Harp is Northern Ireland's number one<sup>(44)</sup> lager. Its distinctive refreshing taste has earned it six Gold Medals against international competition in the famous annual Monde Selection Beer Tasting Competition. Harp is made using golden barley and the choicest hops to give a smooth satisfying lager taste.

In blind taste testing research in Ireland, Harp receives the 'brand most liked/favoured' time after time. A test involving 22,000 people resulted in 60% of them saying that it was better than their existing brand.

Since its launch in 1960, Harp has remained a premium Irish lager. In 1996, Harp's already successful export brew was launched in the Irish off-trade. Harp 5% Export is a premium lager with a 5% alcohol content and a rich, smooth taste. Harp is exported to Europe and Canada.



## History

Harp Lager was established in 1960 to meet the growing demand for a high quality domestic lager. Dr. Herman Muender, a master brewer from Germany, was invited to create a new golden lager brewed in the traditional continental style. The Dundalk Brewery was transformed to produce the new lager. A year later, Harp was introduced into the British market.

In 1997 the brand was renamed Harp Irish Lager and is now brewed in the UK, as well as Ireland, to precisely the same specifications.

## Promotion

Harp is backed in Northern Ireland by multi-media advertising and promotion. The tone of the advertising is fun and sociable and centres on Harp's sponsorship involvement with the Season Football Programme. Recent TV commercials include 'The Wave' TV ad filmed in the 68,000 seat Peron Stadium in Buenos Aires, Argentina and 'Saturday 3 o'clock' following the fortunes of three football fans on their way to a match.



## Did you know?

Harp is the best selling lager in Northern Ireland.<sup>(45)</sup>

# Smithwick's

## Product Overview

Smithwick's is Ireland's number one ale.<sup>(46)</sup> With its exceptional taste, distinctive colour and purity of ingredients, Smithwick's is a unique beer. Its rich satisfying taste has earned it 5 Gold Medals against international competition in the famous Monde Selection Beer Tasting Competition.

To produce Smithwick's ale, only the finest hops and special roasted malted barley are selected to give the unique Smithwick's drinking experience. In 1998 a new enhanced draught with improved head retention was launched along with redesigned glassware.

Due to popular demand, Smithwick's is now available in the US and is available on draught in bars across the country.

## History

Smithwick's was originally brewed in St. Francis Abbey Brewery in Kilkenny, situated on the site of a Franciscan abbey where monks had brewed ale since the 14th century. It is Ireland's oldest operating brewery, founded by John Smithwick, on land owned by the Duke of Ormonde. The business was expanded by Edmund Smithwick (1800–1876) and, by the 1920s, Smithwick's had become the largest selling ale brand in Ireland, a position it holds to this day. Smithwick's is now brewed in Dundalk Brewery as well as in Kilkenny.

## Promotion

Diageo supports the unique position and potential of Smithwick's with a mix of TV, radio, outdoor and press advertising. There are also regional sponsorship activities in Kilkenny to reinforce the importance of its original home.



## Did you know?

Since 1710 Smithwick's has been brewed in Ireland's oldest operating brewery at St. Francis Abbey, Kilkenny.

# Gordon's

## Product Overview

Gordon's is the number one<sup>(47)</sup> selling gin in the world and today is consumed in over 150 countries. Gordon's is carefully distilled to the original recipe. It is the unique blend of juniper berries, citrus and other rare herbs and spices that combine to give Gordon's its distinctive crisp taste and fragrant aroma.

Gordon's is produced in distilleries in the UK, US, Venezuela, Jamaica, South Africa and Mauritius to supply worldwide markets. Only 12 distillers are entrusted with the recipe for Gordon's and they work in distillery sites worldwide to produce the famous gin to an exact recipe.



## History

Gordon's was first distilled by Alexander Gordon in 1769 and it is his recipe that is still used today. From the outset, Gordon's was a highly sought after drink. One of the strangest orders ever received by Gordon's was in the 1800s when some early settlers in Australia sent a consignment of gold dust as payment in advance for a consignment of Gordon's.

Training an apprentice distiller's nose takes four years as this delicate instrument is used at all stages of the distilling process, from selection of ingredients through to monitoring production processes.

The skill of the distillers is integral to the success of Gordon's. For centuries all distillers have been tested annually to ensure their 'nose' continues to meet the stringent standards.



## Did you know?

In 1858 the world's first ever cocktail was created using Gordon's London Dry Gin and tonic water.



# Gilbeys Wines

## Product Overview

Gilbeys Wines has a top class portfolio of wines and a highly successful marketing strategy behind its wide mix of brands. These brands include:

### Santa Rita

Gilbeys Wines believes that the quality, balance and elegance of the Santa Rita range has helped it become one of Ireland's best selling Chilean wines.

### Blossom Hill

Blossom Hill, an award winning Californian brand, is one of the best selling wines on the Irish market.

### Louis Latour

Maison Louis Latour of Burgundy is one of the most highly-respected family-run vineyards and is renowned throughout the world for the quality of its red and white wines.

### Laurent Perrier

Laurent Perrier one of Champagne's Grande Marque, is renowned for its unique elegance and style. Laurent Perrier is one of the world's favourite champagnes. Laurent Perrier is famous also for its Rosé, one of the best selling Rosés in the world.

### Faustino

Faustino, with its distinctive frosted bottle and portrait label, has become Ireland's best selling Spanish wine.

### Barton & Guestier

Founded by Irishman Thomas Barton, Barton & Guestier's history spans over three centuries. Throughout this time, the wine making tradition has stayed true to the pioneering style of its founder.

## History

The Gilbeys name has a long tradition in the wine business. W&A Gilbey set up their first wine shop in Dublin's O'Connell Street back in 1853 and their second in Belfast shortly afterwards. Today Gilbeys Wines represents the Irish wine interest of Diageo. Diageo has extensive wine interests worldwide, including the Beaulieu Vineyard and Sterling Vineyards in California, and Barton & Guestier at Chateaux Magnol, Bordeaux.



## Promotion

Gilbeys Wines undertake a series of sponsorships in the areas of fashion, cultural debate and support of the restaurant business.

Blossom Hill CatWalks is a national series of Fashion and Beauty evenings. Santa Rita sponsors The Dubliner's 100 Best Restaurant's Guide.



**Did you know?**  
Gilbeys Wines was established in 1858 in Ireland.



# Our company **and** our community



see a great night wasted

drink sensibly  
**DIAGEO**



# Our company and our community

Inherent in Diageo’s approach to business is the belief that the countries and communities in which it operates should benefit from its presence.

Broadly, playing our part as a responsible corporate citizen is achieved through two main areas of activity – Sponsorships and Corporate Social Responsibility initiatives.

## Sponsorships

Each year, Diageo sponsors over 1,000 festivals and events in Ireland, giving a vital tourism boost to towns and cities throughout Ireland.

Many of the brands sponsoring the events have become synonymous with the events themselves. The Guinness All-Ireland Hurling Championship, The Budweiser Irish Derby and the Smithwick’s Source Festival in Kilkenny are now part of the national calendar of events.

The sponsorships cover a broad sweep of activities nationally and locally.

Diageo Sponsorships	
Event	Sponsor
All-Ireland Champion Dairy Cow	Baileys
All-Ireland Hurling Championship	Guinness
Budweiser Irish Derby	Budweiser
Buncrana Festival	Harp
Castlebar Blues Festival	Guinness
Eurotoques Young Chef of the Year	Baileys
Galway Oyster Festival	Guinness
Guinness Cork Jazz Festival	Guinness
Hillsborough Oyster Festival	Guinness
Irish Golf Open Championship	Budweiser
Kilkenny Rhythm & Roots	Carlsberg
Killarney SummerFest	Budweiser
National Ploughing Championships	Smithwick’s
Puck Fair in Killorglin	Guinness
Wexford Festival Opera	Diageo Ireland



## Did you know?

Diageo supports over 1,000 festivals and events every year.



Historically Guinness has supported cultural activities and the arts, and that tradition continues in Diageo today. Wexford Festival Opera has been supported by Guinness for over 40 years and we have sponsored the Guinness Jazz Festival in Cork for over 25 years.

The company's support for the arts continues with the €317,000 donation towards the cost of the new Millennium Wing of the National Gallery of Ireland. In recognition of Diageo's support, the Print Room is named in the company's honour. The Print Room houses the Gallery's collection of prints, drawings, watercolours and miniatures.

Diageo has a long and positive relationship with many events. It is part of a continuing commitment that provides economic benefits as well as social and cultural support to local communities.

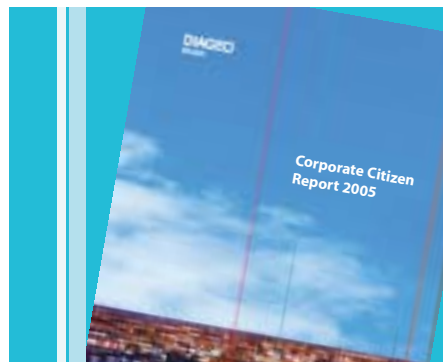
## Corporate Social Responsibility

Diageo in Ireland conducts its business, and engages with the communities in which it exists, governed by a code of practice which demands ethical and responsible ways of working in four key areas:

- The marketplace
- The workplace
- The community
- The environment

We believe in a responsible approach to marketing our brands and all our marketing is covered by a strict Code of Marketing Practice. Diageo also creates positive working conditions to ensure the well-being, occupational health and safety of the people who work for us.

As part of our business life, we believe we have a wider responsibility to the communities and environments of Ireland.

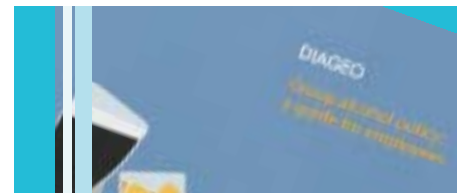


## Alcohol Awareness

Diageo is committed, through its on-going education programmes, to promoting sensible drinking. In the Guinness Storehouse the Choice Zone was developed as an interactive exhibit that prompts people to consider the effects of alcoholic beverages and the choices they make about how much they drink and when. We are also an industry leader in advertising the effects of alcohol misuse, with TV commercials showing the adverse effects of excessive alcohol consumption. A popular campaign has been created called 'Don't see a great night wasted' with new executions developed to meet specific occasions.

Diageo works with government, the education sector, the public health community, media owners, advertising bodies and licensing authorities to try to help tackle the misuse of alcohol.

The business participates in initiatives such as Central Copy Clearance Ireland. Diageo continues to support MEAS (Mature Enjoyment of Alcohol in Society), the social responsibility organisation. MEAS develops and promotes Responsible Server, Designated Driver and on-going education programmes.



## Being part of the community

Historically, the Guinness family was ahead of the times in offering their employees security of employment, housing and social benefits. The family's involvement in the life of the city of Dublin and its people extended well beyond a commercial relationship. Initiatives such as the Iveagh and Guinness Trusts provided dwellings for poorer working class families. The development of the Iveagh Markets brought street traders in under one roof and bequests to Trinity College and Dublin hospitals improved the quality of life for many people living in the city. Indeed the legacy of the Guinness family still can be seen today in St. Stephen's Green and St. Patrick's Park, both of which were bequeathed to the people of Dublin by Arthur, Lord Ardilaun, in the 1880s.

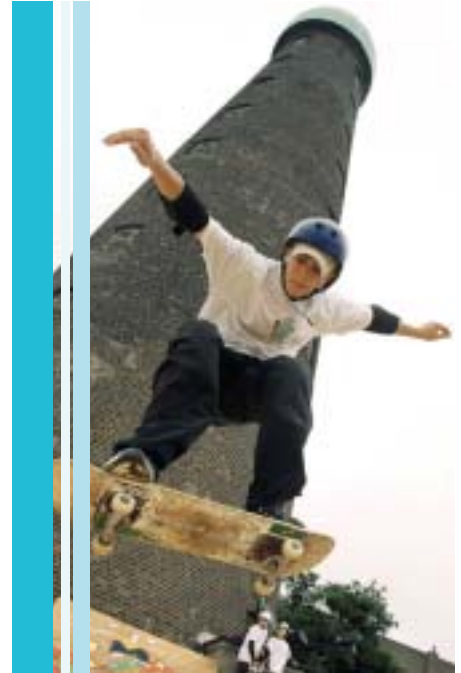
It is estimated that Diageo contributes over €2 million annually to a wide range of community-based initiatives and charitable donations in Northern Ireland and the Republic. The Iveagh Trust continues to this day while the Diageo Liberties Learning Initiative, in association with The Digital Hub, makes it possible for local people of all ages to have access to digital media. Other initiatives include the Guinness Enterprise Centre, The Guinness Ulster Equity Fund and the Dundalk

Technology City Initiative. Diageo supports programmes developed by Co-Operation North, Business 2 Arts and Business in the Community.

Some of our employees serve on local committees, including voluntary and charitable endeavours. We are committed to trying to improve the social, educational and cultural needs of the communities in which we operate.

## The Diageo Liberties Learning Initiative

The Digital Hub is a government initiative based in the Liberties to develop and foster the Digital Media Industry. The Digital Hub supports learning programmes in the heart of Dublin's Liberties district, that make it possible for people from the local area to have access to digital technology. Diageo has contributed €2.6 million towards establishing the Diageo Liberties Learning Initiative which reflects the historical contribution of the Guinness family and company to the welfare of local communities, especially within the vicinity of the St. James's Gate Brewery.



## Educational Scholarships

Educational scholarship schemes with local Dublin schools have been in place since 1969 and help to fund third level education. This scheme continues to this day and assists students from relatively deprived backgrounds to avail of third level education. In more recent times the scheme has been broadened to include mature students.





## Guinness Enterprise Centre

In partnership with Dublin Business Innovation Centre and government agencies, Diageo Ireland developed the Guinness Enterprise Centre to stimulate enterprise and innovation in inner city Dublin. Diageo contributed the premises and funding to support the €6.5 million centre. The centre provides incubator space for new software service orientated businesses and light hi-tech engineering. The 73 fully-equipped units receive support services and generate employment for almost 300 people.

## The Guinness Ireland Ulster Bank Equity Fund

The Fund was established by Guinness Ireland Group, Ulster Bank, and Enterprise Ireland in 1997 and has been extended by the involvement of the EIB. The Fund is managed by NCB Ventures and invests in early-stage growth-oriented small to medium sized enterprises that require finance to grow their businesses. The Fund has already made 15 investments in early-stage companies in various sectors and locations creating 265 new jobs. To date €27 million has been invested in the fund.

### Did you know?

Diageo employees participate in Earthwatch projects throughout the world.

### Corporate Sponsorships

Millennium Wing,  
National Gallery of Ireland

Guinness Enterprise Centre

Diageo Liberties  
Learning Initiative

Community Festivals

Guinness Ulster Bank  
Equity Fund

Quality of Life  
in Ireland Studies

Educational Scholarships

Dublinia

Belfast Visitor and  
Convention Bureau



## Respecting the environment

Diageo has a clearly stated environmental policy requiring it to operate a business which is sustainable and at the same time causing no long-term degradation of natural resources.

Across all areas of our operations in Ireland we comply with Irish and European legislative requirements. Our production sites are monitored and evaluated regularly to ensure environmental standards are met.

Fully-implemented Environmental Management System standards covering policy, responsibility, incident investigation, monthly recording and reporting of environmental data, site audits and staff training are in place throughout Diageo operations.

At two sites – St. James's Gate and Dundalk – the Environmental Management System is certified to the international standard ISO14001.

We work with national environmental agencies including Repak to ensure waste is recycled. In addition, recycling is actively encouraged in all offices and other facilities on-site. Our commitment to best environmental practices was recognised when Diageo Baileys Global Supply received the Repak Best Member of the Year Award in 2004.

Our Process

# Diageo in Ireland delivers premium products and service, setting and maintaining industry leading standards.



3  
From Sales Support...



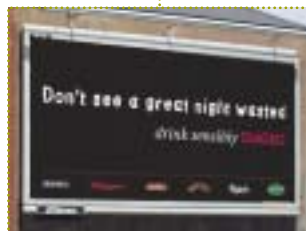
to Consumer Helpline.



4  
From Customers...



to Marketing.



to Distribution.



Diageo in Ireland,  
celebrating life,  
every day, everywhere,  
responsibly.

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