

Baileys® Mallusk, County Antrim



Baileys® Mallusk, Co. Antrim

Baileys Mallusk, Co. Antrim is a new, world-class production facility built to become **the first site outside of Dublin to produce Baileys Original Irish Cream**. It was developed as a single brand production site, designed to meet the rigorous standards set by Diageo for the production of Baileys Original Irish Cream.





World-leading liqueur

Over 30 years ago a small team of people investigated if they could produce a top class cream liqueur. They were inspired by the quality of Irish dairy products and Ireland's tradition of distilling. The end product was Baileys Original Irish Cream. These factors continue to be an integral part of the process today as quality raw ingredients are combined with high production standards to produce the world's leading liqueur.

Since its launch Baileys Original Irish Cream has been an international success story. This success continues today with over 6.6 million cases of Baileys Original Irish Cream sold annually in 130 countries.

To meet growing demand and to continue to offer consumers a wide variety of product formats, Diageo has invested in building a unique, bespoke production facility at Mallusk, Co. Antrim. Operating on a 14 acre site, skilled personnel run this state-of-the-art facility enabled by best-in-class production and bottling technology. The facility has the capacity to blend, produce and pack up



to 10 million cases of Baileys Original Irish Cream each year which is the equivalent of 90 million individual bottles.

Working as a team

As demand for its premium collection of drinks continues to grow, Diageo invests in the optimum skill and technology mix in each of its production locations. Throughout the Diageo network skilled, expert personnel work with and implement industry-leading technology.

In Mallusk, Diageo has developed a wide range of training initiatives and programmes which enable employees to expand their skill base through formal third level qualifications, apprenticeship programmes and site based workshops. These are developed in association with external institutions to meet both the needs of the business and the individual. Also, through the Diageo graduate programme we continue to enhance our talent base and further develop the team.

World-class production facility

Mallusk is a state-of-the-art 100,000 sq ft production facility with full end-to-end manufacturing capability for the blending of Baileys Original Irish Cream through bottling and packaging to cased goods dispatch. It employs industry leading

technology to maximise the site's production capacity and flexibility.

Quality standards throughout the process

Rigorous standards are applied in every

area of the site. From the delivery and receipt of all raw materials through to quality assured sign-off and shipment of finished Baileys Original Irish Cream to customers.



Processing

The manufacturing technique used in the production of Baileys Original Irish Cream combined with the highest quality ingredients creates its unique smooth taste and quality texture. This process is closely

monitored and controlled at 15,000 litres per hour by a specially trained Manufacturing Technician Team on a “right first time” basis. Quality Assurance is supported by the site’s QA Team, with control checks conducted throughout the

process in the laboratory on site. Tests are conducted to measure taste, consistency and aroma in line with standards set by the Baileys Technical Centre in Dublin.





Bottling and packaging

The bottling and packaging line on-site was developed to meet the brand's specific needs. It is the world's fastest liqueur filling line at 400 bottles per minute and is designed to meet the very highest standards in finished goods packaging. The line covers the three core bottle sizes (700ml, 750ml and one litre) and the two different pack variants (six and twelve). A skilled technical team operate the line within a multi-tasking and flexible working environment.



Logistics and dispatch

The first and final stages on site are truly managed "just in time." For dry goods receipt (cardboard and glass) and finished goods dispatch there is less than two days' storage necessary on site. These essential stock control activities are conducted and controlled by the Logistics team on site.



Environment

Central to the operation of the site is the drive to reduce waste, maximise energy efficiency and to minimise materials used which have any impact on the environment.

The site has been developed with a world-class water treatment plant. This plant supplies all water used in the production process.



The site's excellent environmental policies and processes were recognised in July 2005 with ISO 14001 accreditation. This prestigious internationally recognised Environmental Management System means that the plant will be involved in twice yearly audits to ensure compliance with the requirements going forward.

Investments

- > £ 44 million overall capital investment in the site, plant and construction
- > £10 million in bottling and labelling equipment
- > £ 5 million in cream processing equipment
- > £ 5 million in water and effluent treatment equipment
- > £ 3 million invested in a range of 3rd party "partnership" contracts including engineering, facilities, catering, cleaning and security contracts

Facts

- > Baileys Original Irish Cream is the world's number 1 liqueur
- > The Mallusk plant boasts the world's fastest liqueur filling line
- > 50 million gallons of cream per year are used to produce Baileys Original Irish Cream
- > 75% of ingredients and packaging used for Baileys Original Irish Cream are sourced throughout the island of Ireland
- > Over 3 million cases of Baileys Original Irish Cream are produced annually in Mallusk
- > Over £65 million is spent annually on ingredients, materials and services

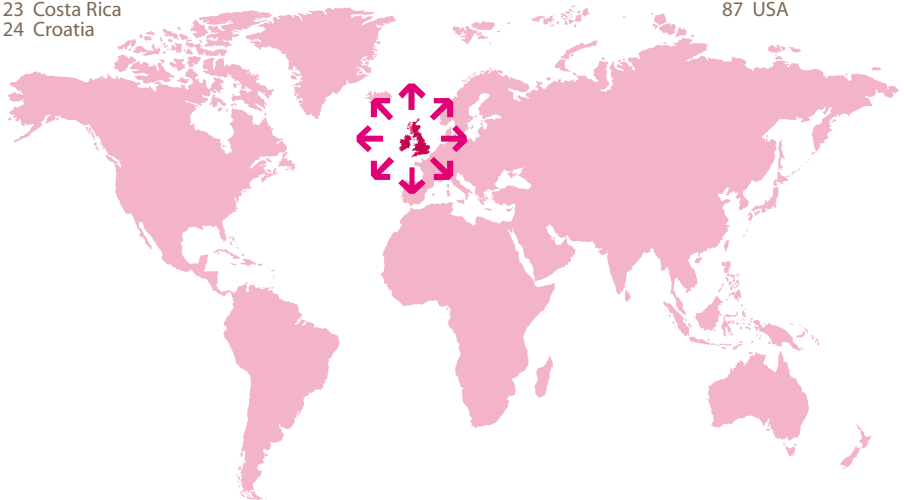
Baileys® Mallusk

Producers of
Baileys original cream



Diageo Global Supply distribute to:

01 UAE	25 Curacao	45 Iraq	66 Qatar
03 Anguilla	26 Cyprus	46 Israel	67 Romania
04 Argentina	27 Czech	47 Italy	68 Russia
05 Aruba	28 Denmark	48 Japan	69 Senegal
06 Australia	29 Dubai	49 Jordan	70 Singapore
07 Austria	30 Estonia	50 Kazakhstan	71 Slovakia
08 Azerbaijan	31 Finland	52 Lithuania	72 Slovenia
09 Bahamas	32 France	53 Macedonia	73 South Africa
10 Bahrain	33 French Guyana	54 Madeira	74 South Korea
11 Barbados	34 Georgia	55 Malta	75 Spain
12 Belarus	35 Germany	56 Martinique	76 St. Helena
13 Belgium	36 Ghana	57 Mexico	77 St. Maarten
14 Bermuda	37 Gibraltar	58 Montserat	78 Surinam
15 Brazil	38 Greece	59 New Zealand	79 Sweden
16 British Virgin Isles	39 Guadeloupe	60 Nigeria	80 Switzerland
17 Bulgaria	40 Holland	61 Norway	81 Taiwan
18 Canada	41 Hong Kong	62 Oman	82 Thailand
19 Canary Isles	42 Hungary	63 Pakistan	83 Trinidad
20 Cape Verde	43 Iceland	64 Poland	84 Turks & Caicos
21 Cayman	44 India	65 Portugal	85 Ukraine
22 China			86 US Virgin Isles
23 Costa Rica			87 USA
24 Croatia			



World's number 1 liqueur



Baileys Original Irish Cream's rich marriage of fresh dairy cream, Irish whiskey, finest spirits and natural flavours provides a luxurious drinking experience. The great taste of Baileys Original Irish Cream is fundamental to its success, giving consumers the chance to indulge in a sensuous pleasure.

It is sold in over 130 countries worldwide. Baileys Original Irish Cream is the world's number one selling liqueur and the sixth largest selling spirits brand.

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

Diageo Baileys Global Supply
High Town Industrial Estate
Mallusk Road
Newtown Abbey
Belfast BT36 4EW
Northern Ireland
Tel +44 (0)2890 343000
Fax +44 (0)2890 343050
www.diageo.ie

© 2005 Diageo plc. All rights reserved.

All brands mentioned in this document are trademarks and are registered and/or otherwise protected in accordance with applicable law. The DIAGEO and BAILEYS words and associated logos are trademarks. © Diageo 2005.

Designed by ZINC.