



## **SMIRNOFF™ LAUNCHES SMIRNOFF ELECTRIC™ SPIRITS AND KICK STARTS ULTIMATE GLOBAL MUSIC COLLABORATION WITH MUSICIANS KIESZA AND DJEMBA DJEMBA**

*SMIRNOFF® launches four intense new flavors – Berry, Apple, Mandarin and Guarana – perfect for the chilled shot occasion*

*SMIRNOFF® latest product release and music partnership celebrate the power of inclusivity and fuel the #WhatWeBring global social movement*

**October 16, 2015** – Known for its inventive flavor portfolio, Smirnoff Electric™ spirits are unlike anything the brand has ever created. Perfect for the chilled shot occasion, a typically high energy part of the night, Smirnoff Electric spirits are designed to bring people together and give everyone's taste buds a jolt with four intense flavors – Berry, Apple, Mandarin and Guarana. With a look as bold as the taste, the bottle features fluorescent colors that activate under black light for a stunning addition to the party.

“As the world's #1 premium spirit brand by volume, we're consistently firing up our innovation engine at SMIRNOFF® to create products of true distinction,” said VP SMIRNOFF Innovation Tom Herbst. “We are driven by a spirit of inclusivity and we are obsessed with inventing bold products that will add a ton of fun to any occasion – from 5 stars to dive bars. Smirnoff Electric spirits are the first global launch in our new bold range of products, and its intensely delicious flavor and neon design makes it the perfect shot to bring your group together.”

Recognizing how the power of music can bring cultures and communities together, SMIRNOFF is celebrating the power of inclusivity by fueling the ultimate global music collaboration #WhatWeBring to launch Smirnoff Electric spirits. The SMIRNOFF brand has partnered with musicians Kiesza and Djemba Djemba making their chart-topping song 'Give It To The Moment' the music for the #WhatWeBring global social movement. Everyone around the world is now being invited to contribute, collaborate and bring whatever it is they bring to make good times better.

The #WhatWeBring video featuring 'Give It To The Moment' – which launched today - embodies the movement capturing and celebrating diversity in all its forms – different ages, races, genders, sexuality, cultures and styles. The video is a montage of beautiful and energetic storylines including a same-sex wedding celebration on a crowded Bangkok street involving revelers from all walks of life.

“We see a global generation emerging who simply believe the world should be a more inclusive place. At SMIRNOFF, we believe that too. #WhatWeBring is more than a single music track, and more than a new product release. It's a global social movement that is driven by SMIRNOFF's core purpose – inclusivity. The SMIRNOFF brand has partnered with a host of like-minded international artists and storytellers, with Kiesza and Djemba Djemba's unique collaboration on the song 'Give It To The Moment' giving rhythm to the movement,” continues Herbst. “SMIRNOFF's purpose is to invite people to openness, acceptance and engagement as a way to good times for the many. Our ambition is to be useful; to provide the inspiration, tools and occasions that remove barriers to inclusion.”

The #WhatWeBring campaign will culminate in a full length documentary that follows the track's remix journey around the globe—revealing how some of today's most creative and diverse artists are bringing the influence of their local environment and culture to create something original. The remixes will span five continents and incorporate the cultural influences of five artists: Toy Selectah from Mexico, Nozinja of South Africa, Laura Jones of the UK, KosmoKat of Japan and Cassian of Australia.

Fans can visit [vevo.com/artist/kiesza](http://vevo.com/artist/kiesza) to hear the song, and check out the SMIRNOFF YouTube channel for the video, more information and tons of amazing content about Smirnoff Electric spirits and to join the #WhatWeBring movement.

###

### **About Diageo**

*Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, and Windsor 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 (LSE) and the New York Stock Exchange (NYSE). 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.*

*Celebrating life, every day, everywhere.*