



**DIAGEO**

Media Release

## Queensland's newest drinks brand set to help turbocharge Great Barrier Reef coral regeneration

Reeftip Drinks Co. launches with commitment to donate 10 per cent of profits to Coral Nurture Program

**Tuesday 7 September** | A world-first science and tourism partnership to support the growth of new corals in the Great Barrier Reef, is being given a financial helping hand by **Diageo Australia**, the drinks producer behind Bundaberg Rum, through the launch of its new drinks brand **Reeftip Drinks Co.**

Reeftip, which is launching with a spiced rum premix range featuring hints of Australian inspired local flavours and a spiced rum spirit in October, is donating 10 per cent of its profits to the **Coral Nurture Program** whose aim is to build the resilience of the Great Barrier Reef and boost coral abundance along tourism sites through innovative scientific methods of coral propagation and planting where it's needed most.

More and more consumers are looking to brands to do more for environment and Reeftip answers that call from its inception with its support of the Coral Nurture Program.

Reeftip's financial support will enable the Coral Nurture Program to significantly accelerate its coral regeneration work at Great Barrier Reef sites where coral needs to be boosted and maintained and support the scientific research that underpins field work on the reef.

The Coral Nurture Program's regeneration efforts harness tourism's vast collective infrastructure and use new Australian coral clip technology to grow and maintain new corals in high value sites across the Reef.

**Angus McPherson, Managing Director of Diageo Australia**, said: "Australians are getting right behind the local spirits industry and that's why I'm so excited to launch Reeftip, Australia's newest spirits brand, a product that not only tastes good, but does good.

"Consumers around the world are becoming increasingly aware of the environment they live in, and they're passionate about brands that give back and make a positive contribution. That's what Reeftip is about - it's helping scientists and those who live and work on the reef build its long-term resilience," Mr McPherson said.

"We're incredibly fortunate to have the world's largest coral reef ecosystem on our doorstep, and we all want to see it preserved."

**University of Technology Sydney (UTS) Professor and Coral Nurture Program co-founder, David Suggett**, says building environmental resilience requires community action.



# DIAGEO

“It’s not just scientists that can be part of positive change. With the support of Reeftip Drinks Co, we’ll be able to help more people play a part in securing a better future for Australia’s reefs.”

“It’s easy to feel overwhelmed in the face of environmental change. The Coral Nurture Program has shown us that if we work together and create communities committed to action, we can bring about real and lasting change – including a more sustainable experience of the reef,” said Professor Suggett.

**Katherine Reid, Chief Executive Officer of Bundaberg Region Tourism** said: “The launch of Reeftip Drinks Co is exciting. Nothing says summer like kicking back with a cold drink, with quintessential Queensland flavours. With 10 per cent of profits going towards supporting the Great Barrier Reef, we love that kicking back also means contributing to the preservation of our greatest natural asset.

“It’s truly wonderful to see an Australian brand like Reeftip Drinks Co. take steps to help preserve and regenerate the Great Barrier Reef and empower action in consumers to both contribute to the great work of the Coral Nurture Program and learn more about coral reef health.”

**ENDS**

---

**For more information contact:**

[Press@diageo.com](mailto:Press@diageo.com), +44 (0) 7803 856 200

#### **About Reeftip (Instagram @Reeftip)**

Reeftip is a new drinks brand located on the southern tip of the Reef. We produce delicious drinks that hero the unique sun-drenched flavours of our land. Every sip of Reeftip is vibrant, flavourful, and inspired by the tastes of home – a product of our Aussie roots.

We didn’t just create Reeftip to make great tasting drinks, we also want to make a difference in our own backyard by helping make great things happen for the Great Barrier Reef. Helping the Reef is an ambition that’s bigger than us though – so we’ve partnered with the Coral Nurture Program. The Coral Nurture Program is a world-first science and tourism partnership to support the growth of new corals. Ten per cent of Reeftip’s profits will support the Coral Nurture Program’s vital and inspiring mission, as they work with nature to enhance coral recovery rates and Reef regeneration.

We also continually strive for a more sustainable supply chain and are proud that 100 per cent of our wastewater is recycled, no distillery waste goes to landfill, and all our packaging is 100 per cent recyclable.

Bottom line is, when you choose Reeftip, you get a great tasting drink, and with the Great Barrier Reef getting a helping hand, you get to do some good too.

#### **About Diageo (Instagram @Diageo)**

Diageo (pronounced *Dee-ah-jee-oh*) is a global leader in beverage alcohol with an outstanding collection of brands including Bundaberg Rum, Johnnie Walker, Smirnoff, Captain Morgan, Lagavulin, Talisker and The Singleton whiskies, Cîroc and Ketel One vodkas, Baileys, Don Julio, and Gordon’s and Tanqueray gins.

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 (DGE) and the New York Stock Exchange (DEO). For more



# DIAGEO

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.*

### **About Coral Nurture Program (Website: [CoralNurtureProgram.org](http://CoralNurtureProgram.org))**

The Coral Nurture Program is a world-first partnership between Scientists and Tour Operators to boost coral abundance at economically and ecologically high value Great Barrier Reef locations, with the goal to increase the resilience of reefs and reef stakeholders to environmental change.

The Coral Nurture Program's mission is to increase the resilience of reefs and reef communities to environmental change. Scientists and tour operators work together to boost coral abundance at sites on the Great Barrier Reef which have great ecological and tourism value. The Coral Nurture Program works to boost coral stocks in four unique ways:

1. Through propagation and out-planting of areas where healthy coral cover needs to be boosted or retained, through a special device (Coralclip®) that quickly fixes coral to the reef enabling planting at scales never previously possible.
2. Through building knowledge of coral growth and survival to ensure re-planted coral is resilient to future stress.
3. Through enabling local communities who depend on healthy reefs with new approaches to actively add coral beyond natural recovery rates.
4. The Coral Nurture Program builds knowledge of coral growth and survival across different reef environments to ensure re-planted coral is resilient to future stress, enabling local communities – whose culture and livelihoods depend on healthy reefs – with coral propagation approaches that can be easily adopted into existing ways of life.

### **About Professor David Suggett (University of Technology Sydney)**

Coral Nurture Program Co-Founder & Project Lead (Project Management, Research Co-ordination)

Professor David Suggett is a coral biologist, studying how the environment regulates coral growth and survival, from coral genes to entire reef ecosystem interactions. Working on reefs around the world, including Brazil, Indonesia, New Caledonia, Seychelles and the Red Sea, with research widely featured through the media, including BBC, ABC, Discovery Channel and National Geographic, David chairs the field-based in water coral propagation working group for the international Coral Restoration Consortium.