

Diageo expands flavour profiling capabilities into cocktails, including the launch of *'What's Your Cocktail'*

- *The company has unveiled three new platforms that help consumers discover their perfect cocktail.*
- *These platforms are the latest evolution of Diageo's FlavorPrint technology, which uses artificial intelligence to provide consumers with real-time beverage recommendations that match their unique flavour preferences.*

31 May 2024: As part of its ambition to offer enhanced and personalised consumer experiences, Diageo today unveils three new platforms that provide consumers with real-time cocktail recipe recommendations that match their personal flavour and taste preferences.

Following the success of the ['Journey of Flavour Tour'](#) at Johnnie Walker Princes Street and the ['What's Your Whisky'](#) platform, the latter of which has seen over one million consumers pass the experience, these platforms mark Diageo's latest innovation using 'FlavorPrint', its AI-powered technology that helps consumers discover new products that they are likely to enjoy.

The three new cocktail-focused platforms are:

- **'What's Your Cocktail'**. Through answering simple questions, the 'What's Your Cocktail' quiz will recommend the perfect cocktail to match any consumer's flavour profile and occasion, all in under 15 seconds.
- **Pairing with food**. Through *ad optimization* and a *multiplatform path to purchase*, consumers (above legal purchasing age) who are looking for the perfect drink to pair with their meal can have personalised cocktail recommendations presented to them that match their taste preferences. A 'smart ads' service will recommend cocktail pairings on popular food websites including 'All Recipes', 'Simply Recipes', and 'BBC Good Food', with Diageo partnering with Relish to allow consumers to seamlessly transition from searching for the perfect recipe to adding all the ingredients to their basket through a 'path to purchase' service.

The introduction of these three platforms comes as popularity around the Cocktail segment booms globally, with one in four global consumers now choosing to drink cocktails.¹

Guy Middleton, Global Breakthrough Innovation Director, said: "From palomas to virgin mojitos and everything in between, the world of cocktails is very broad and can be complex to navigate. I'm very excited by these new platforms, particularly 'What's Your Cocktail', which is an entertaining and accessible way for consumers to make better sense of this wonderful category and find the perfect cocktail for any occasion."

Each platform is free, and will lead consumers to *theBar.com*, Diageo's online shop. To begin with, 'What's Your Cocktail' will be available in the UK, the Smart Ad Module in the UK and US, and the Multi Path to Purchase in the US, with plans to roll all out globally in the coming years.

¹ (On Premise, CGA Global Cocktails Report 2023)

The 'Smart Ad Module' launched on DotDash's US-based food blog 'Simply Recipes' at the end of last year, and since then over 32 million users have been provided with personalized flavour and taste-based cocktail recommendations. Initial insights have found that consumers are looking for savoury and sweet flavours, with classic cocktails such as a Don Julio El Diablo and Bulleit Sweet Manhattan trending.

Jimmy Klein, Head of FlavorPrint Lab at Diageo, said: "We know that consumers are looking for more personalised, interactive, and relevant experiences, so this FlavorPrint expansion is a hugely exciting way of engaging with more consumers and across new occasions. I'm very proud of the engagement we have seen so far and look forward to helping millions more with cocktail inspiration."

Diageo acquired Vivanda, the creator of what is now the FlavorPrint technology, in June 2022, which has allowed Diageo to expand the technology into other categories and geographies. Other recent updates regarding the technology include the launch of 'What's Your Beer' in Guinness Open Gate Brewery in Chicago, as well as new and culturally relevant variants of 'What's Your Whisky' in China and India.

[Find your perfect cocktail via 'What's Your Cocktail'](#)

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