

DIAGEO RESERVE™

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DIAGEO RESERVE APPOINTS AWARD-WINNING IRISH CHEF AS NEW GLOBAL FOOD AUTHORITY

Mark Moriarty is named as the inaugural Diageo Reserve Global Gastronomer



26th September 2018: Diageo Reserve, the luxury portfolio of Diageo, has today announced the creation of a new food advocacy role within the business – the Global Gastronomer.

The first of its kind in the industry, the position will become Diageo’s global authority on food and gastronomy culture, tasked with forging a more meaningful connection between the wider food occasion and the Reserve spirits portfolio, which includes some of the world’s best loved brands like Johnnie Walker Scotch Whisky, Zacapa rum, and Malts such as The Singleton, Cardhu and Talisker¹.

It signals a further commitment from Diageo to food, a relationship which was ignited earlier this year with the announcement of the business’ international partnership with IMG’s Taste Festivals, fantastic taste experiences around the world for food and drink aficionados, with Diageo spirits at the core.

Stepping up to the plate as the inaugural Global Gastronomer is award-winning Irish Chef and business owner, Mark Moriarty, who shot to prominence in 2015 when he was crowned the San Pellegrino World Young Chef of the Year after impressing judges with his classically-based, simple, yet confident, cooking style.

Mark has since earned an international reputation as a specialist in food storytelling and an expert flavourist through his innovative pop-up cookery concept, which combines the art of fine dining with

¹ For the third year running, Diageo Reserve is the best-performing collection of spirit brands in the Drinks International Brands Report, as voted by bartenders from the world’s best bars.

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theatrical entertainment in some of the world's most progressive cities, including Singapore, Moscow, Cape Town and London.

Announcing the new appointment, Cristina Diezhandino, Global Category Director Scotch and Managing Director Reserve, said: "Last year we revealed a new Global Cocktailian role as our bar advocacy and drinks strategies expert; a position which has been a great success in helping us to achieve our vision of making luxury experiences available, accessible and aspirational to everyone.

"We recognise that food and drink culture is changing as more people become fascinated with flavour and how spirits can enhance the food occasion. Our new Global Gastronomer brings this movement to life and heralds the new age of the food and drink occasion, one which sees them working in unison to maximise flavour potential and create incredible taste experiences like the world has never seen before.

"There is no person more suited to pioneer this position in our industry than Mark Moriarty, who, as a culinary explorer, successful business owner and a drinks enthusiast, has a skillset which lends itself perfectly to unlocking the potential of the Global Gastronomer and supporting our wider commercial development and innovation streams."

Speaking on his new role, Mark Moriarty said: "Becoming the first Diageo Reserve Global Gastronomer is a fantastic opportunity. I can't wait to work alongside the Diageo Reserve community and other industry thought-leaders to bring these revolutionary brands to life through food – ultimately creating some incredible taste experience for consumers and encouraging them to see a great cocktail as a way of maximising the culinary moment."

Diageo Reserve focuses on the global luxury opportunity and brings together brands built on strong legacy, craftsmanship and authenticity. Its award-winning portfolio includes Johnnie Walker Scotch Whisky, Ciroc vodka, Don Julio tequila, Bulleit bourbon, Tanqueray No. Ten gin, Ketel One vodka, Zacapa rum, and a fine collection of Single Malts.

Ends

Notes to Editors:

ABOUT MARK MORIARTY

Mark Moriarty is an award-winning Irish chef, flavourist, media personality, mentor and founder of an internationally-recognised pop-up restaurant experience which has seen him cook in some of the world's most dynamic hotspots, including Milan, Alta Badia, Melbourne, Charleston, Paris,

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Singapore, Amalfi, Moscow, London, Cape Town, Johannesburg, Hong Kong, Tokyo and in his home city of Dublin.

A keen fisherman, Mark's interest in cooking was ignited as a teenager when he craved learning how to cook what he caught. He spent summer holidays honing his skills before enrolling in a Culinary Arts degree and working under Michelin starred chefs Kevin Thornton and Mickael Viljanen

In 2013, Mark was named Euro Toques Irish Young Chef of the Year at a ceremony at Google HQ in Dublin, before being crowned the prestigious San Pellegrino World Young Chef of the Year in 2015. Since then, Mark has been named as one of Forbes' '30 Under 30' for Innovation in the Arts sector.

His cooking style is classically-based, simple yet confident, with an interest in presenting traditional dishes in an innovative way.

ABOUT DIAGEO RESERVE

Created in 2004, Diageo Reserve focuses on the global luxury opportunity, bringing together brands built on strong heritage, craftsmanship and authenticity. This luxury portfolio includes JOHNNIE WALKER BLACK LABEL Scotch Whisky, TANQUERAY No. TEN Gin, KETEL ONE Vodka, ZACAPA Rum, TALISKER Single Malt Scotch Whisky and BULLEIT Bourbon. The Reserve portfolio accounts for 18% of Diageo's total sales and has grown by 14% this financial year.

ABOUT DIAGEO

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including: Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies; Smirnoff, Ketel One and Ciroc vodkas; Bulleit Bourbon; Captain Morgan; Baileys; Don Julio; Tanqueray and Guinness.

Diageo is listed on both the London Stock Exchange (LSE) and the New York Stock Exchange (DEO) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKIQ.com for information, initiatives, and ways to share best practice.

Celebrating life, every day, everywhere.

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