Diageo Europe is the leading premium drinks business in Europe and one of the continent’s best-performing consumer goods companies.

Our success is built on a rich European heritage. From John Walker’s genius for blending whisky to Pyotr Smirnov’s pioneering Moscow distillery, we stand on the shoulders of giants of the industry and act with the same entrepreneurial spirit and determination to succeed.

Our company is sustained through innovation, and we are constantly looking to create new experiences for the 220 million Europeans who enjoy our brands every year. For example, the Open Gate Brewery, based at the iconic Guinness brewery in Dublin, has introduced a range of craft beers that are now enjoyed in Ireland and beyond.

At the same time, we work to ensure alcohol can be enjoyed as part of a balanced lifestyle and have invested more than £5 million in the last three years to tackle underage drinking, drink driving, and excessive or binge drinking.

We are also proud of our work across Europe to address issues including skills training, carbon emissions, and water efficiency, and we are inspired by programmes such as Water of Life and Plan W that support communities we work with in the developing world.

At a glance

24%
Our European business accounts for a quarter of all Diageo sales*

£2.9 billion
Sales grew 4% to £2.5bn in F18*

3 million
Our brands are at the heart of 3m occasions across Europe every day

*Source: Diageo 2016 Annual Report. Includes Europe, Russia and Turkey.
Our people in Europe

People are at the heart of our business in Europe, and we are proud to have more than 10,000 talented people distilling, brewing, marketing, and selling our brands in more than 30 cities and 23 countries across the continent.

A great place to learn and grow

We are a vibrant and diverse company where everyone has the opportunity to develop their careers – at every stage of their working life.

Our wide range of professional development initiatives include an accelerated development programme for new joiners, our Spirited Women programme that promotes gender diversity and a year-long leadership performance programme for senior staff.

In 2016, Diageo was listed as a Great Place to Work® in Europe and placed 18th in LinkedIn’s list of the top 40 most sought-after global companies to work for.

A fairer deal for European consumers

The effects of drinking a standard serving of one alcoholic beverage or another are exactly the same because they contain the same amount, 10g, of alcohol. Yet, despite there being no scientific basis for treating one form of alcohol differently from another, governments across Europe apply a significantly higher tax rate to spirits than to beer and wine. For example, last year spirits accounted for 1 in 5 drinks consumed in Europe but generated more than 2 in 5 euros in excise revenues. Moreover, many countries severely restrict the sale or advertising of spirits, compared to beer and wine.

This punitive discrimination against spirits not only means that European consumers are paying an unnecessary premium to enjoy much-loved brands such as Smirnoff and Johnnie Walker, it also sends a dangerous public health message that some forms of alcohol are ‘softer’ than others.

We believe that alcohol is alcohol and that all alcoholic categories should be taxed and regulated in the same way. This is fairer, reflects expert opinion and will help dispel potentially harmful myths about the effects of drinking spirits, beer or wine.
Alcohol in society

We know that for those adults who choose to drink, drinking alcohol in moderation can be part of a balanced lifestyle. We are proud of our commitment, over many decades, to encouraging people to enjoy alcohol safely and to helping tackle irresponsible and underage drinking.

CASE STUDY

Innovation: An information revolution

We believe in providing people with the information they need to make informed choices. That’s why we are proud to be the first leading drinks company to implement a comprehensive labelling system, the Diageo Consumer Information Standard (DCIS), which will provide alcohol content and nutritional information, including calories, per serve on all of our products.

We developed the DCIS based on feedback from more than 1,500 consumers around the world, including North America, Great Britain, Mexico and Spain. The new labels are designed to help people understand what’s in their glass, and underline our commitment to providing people with the information they need to make decisions about drinking as part of a balanced lifestyle.

Our initiatives

- In the last three years, we’ve invested almost £5 million in three key areas: underage drinking, drink driving, and excessive or binge drinking.
- Last year we supported 85 separate programmes in more than 20 countries across Europe.
- Our newly refreshed website DRINKiQ.com provides enhanced information and handy tools to help people make more informed choices about alcohol.

Our results so far

- Nearly 3 million students educated in the risks of drinking too much.
- Almost 15,000 student midwives trained to give pregnant women advice about the risk of drinking in pregnancy.
- Close to 110,000 people across Europe signed up to Johnnie Walker’s Join the Pact to never drink and drive.
- Nearly half a million visitors to DRINKiQ.com, which is available in eight different European languages.
Sustainable development
We have a long history of creating shared value with the communities in which we operate – both in Europe and beyond. From promoting sustainable agriculture to sourcing local ingredients, we work hard to protect and preserve natural resources and to help local individuals, businesses and communities thrive.

Reducing our environmental impact
We are committed to reducing any environmental impact across our supply chain.

Our initiatives
• We have invested £100 million in renewable technologies in recent years.
• We have made major improvements to our breweries and distilleries to improve water efficiency.
• We were ranked by the CDP (previously Carbon Disclosure Project) as the best performing beverage company in the world for climate change strategy, emissions disclosure, and performance.

Our results so far
• We have reduced absolute carbon emissions from our European operations by 30% or 121,000 tonnes since 2007, and have set a reduction target of 50% absolute carbon by 2020.
• We have improved our water efficiency by 30% in our European distilleries and breweries since 2007.
• 40% of our packaging now comes from recycled material, and we aim to reach a rate of 45% by 2020.

Building thriving communities
We work to empower communities with a particular focus on improving access to opportunity.

Our initiatives
• Last year we invested £4.2 million in community programmes across Europe.
• We have also helped communities beyond Europe through our Water of Life programme and our commitment to sourcing local ingredients.
• In 2015 and 2016, we partnered with Mercy Corp International to provide support for refugees who had made the perilous journey across the Mediterranean and the communities that support them.

Our results so far
• Our Bar Academy programme has provided training to 77,500 bar staff across the continent in the last three years.
• Through Learning for Life we have created training and employment opportunities for more than 700 young people in Europe since we launched the programme in 2014.
• Water of Life has provided clean water to 10 million people in 18 African countries in the last 10 years.
• We currently source 73% of our raw material from local producers, and are on track to reach 80% by 2020.

To find out more visit: www.diageo.com

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