



Scotch whisky

OUR FISCAL 2024 GLOBAL SCOTCH PERFORMANCE AT A GLANCE

Scotch is our *largest category*, representing 24% of our F24 global net sales.

24%

Share of total NSV



No.1

Global Number 1 position on Scotch

Steeped in rich history

From John Walker's genius for blending whisky to Elizabeth Cummings' determination to bring Cardhu single malt to the world. Today our competitive advantage lies in our unrivalled portfolio of over 100 individual Scotch brands.

A truly global presence

Our brands account for more than 1 in 3 bottles sold globally and are enjoyed all over the world. Johnnie Walker is the world's best-selling Scotch, and we produce other much-loved brands including Lagavulin, The Singleton, Talisker and Mortlach.



1 in 3

Bottles of Scotch sold globally is Diageo owned

Crafted with care

Crafted with care from over 30 distilleries, we have over 10 million casks maturing across Scotland. This is approximately half of the total number of casks currently resting in Scotland, laid down in preparation for future celebrations.

Investing for the future

Over the last ten years we have invested more than \$1 billion in Scotch, and we have the number one global position in Scotch. Maturing inventories increased by \$532 million in F24 to support the future growth of the category. Our maturing Scotch inventory had a total balance of \$4,862 million in F24.

9/10

We gained market share in the Scotch category in 9 out of our 10 largest Scotch markets

Our brands

Scotch whisky is a product that dates back to at least 1494 and is steeped in culture and history. We produce over 100 individual Scotch brands across blended to single malt. These include:

Johnnie Walker

First crafted in a humble grocer's shop, Johnnie Walker has taken blended Scotch whisky from the four corners of Scotland to the four corners of the world. From bold smoky Black Label to ultra-premium, smooth Blue Label, Johnnie Walker has something for everyone.



The Singleton

Celebrated for its exceptionally smooth texture and profound flavours, The Singleton has notes of citrus, vanilla and honey. Originating from the distilleries of Glen Ord, Glendullan, and Dufftown, this award-winning Single Malt Scotch whisky is a masterpiece of patience and expertise, and a testament to the care given at each stage of its creation.



Lagavulin

The definitive Islay malt—intensely flavoured, smoky, and rich. On the windswept Isle of Islay, a place that imbues everything with a robust character, the cherished Lagavulin whisky has been crafted for over 200 years in a small, picturesque bay.



Talisker

Produced on the Isle of Skye, Talisker is a powerhouse single malt; as rugged and unforgettable as the landscape that shaped it. Loved all over the world for its smoky maritime character and signature peppery kick.



Mortlach

Nicknamed 'The Beast of Dufftown', Mortlach was the first licenced distillery in Dufftown, the Malt whisky capital of the world. Just like Rome was built on seven hills, Mortlach sits on seven stills and serves as the foundation for its bold and complex taste. It's a rich, bold and full-bodied Scotch from the heart of Speyside.



WHISKY VS WHISKEY

Whisky, whiskey, Scotch, malt, bourbon. Poured neat or over ice. But what makes Scotch, Scotch and what is the difference between whisky and whiskey? In its simplest terms, Scotch is whisky distilled in Scotland using water and grain. But there's time considerations too.

Scotch whisky must, by law, be distilled and matured in Scotland in oak casks for at least three years and bottled at a minimum alcoholic strength of 40% abv. The robust legal protection of Scotch – vital to safeguard a spirit globally renowned for its quality – has grown over time.

Outside of Scotland, one of the biggest markets for producing whisky is the United States. Spelled whiskey – for no reason other than that's just how it turned out – the two most popular categories are rye whiskies and bourbon.

Scotch in Scotland

We directly employ over 3,000 people in Scotland across our Scotch industry, our offices and our production sites.

15 brand homes across the four corners of Scotland that bring to life the beauty of Scotch.

31 distilleries across Scotland where visitors can experience our craft.

- Distilleries and Centres (open to visitors)
- Distilleries (closed to visitors)
- Packaging, Production, Maturation Sites
- Offices



Talisker

Founded in 1830, Talisker Distillery is nestled by the sea on the shores of Loch Harport. It's a place steeped in legend, with rich folk tales passed down through the ages.



Cambus Cooperage

Primarily used to rebuild and regenerate whisky casks, Cambus is built for the future with cutting edge robot technology and a four-year apprenticeship programme that combines classroom learning with hands-on experience.



Brora

In 2021 our ghost distillery of Brora was re-awakened after 38 years.



Menstrie

The rich history of our Scotch business is captured in our Archive in Menstrie with a liquid library of nearly every bottle of Scotch brand we've made, along with records from Diageo's past spanning the equivalent of 55 football pitches.



Shieldhall

The largest Scotch packaging site in the UK, extending across 43 acres.



Cameronbridge

Scotland's second largest grain whisky distillery, with a capacity of over 30 million litres of Scotch annually.



Port Ellen

In March 2024 the iconic lost distillery of Port Ellen re-opened, marking the final phase of our £185 million (\$234 million) investment in the Scottish whisky and Tourism sectors.



Johnnie Walker Princes Street

Johnnie Walker Princes Street opened in 2021 and at the end of 2024 celebrated welcoming over 1 million visitors from 141 countries.

Investing in the *future* of Scotch

We're investing in sustainability and innovation across our supply chain to future proof our business.



Supplying Scotch to the world

We're accelerating automation and digitisation which puts us at the cutting edge of Scotch production. By using AI and advanced scenario modelling, we can make data-driven decisions today and for the future, connecting global demand with supply.

Our supply teams are proud to have introduced robots to our cooperage, our filling store and our new warehousing facility to help drive increased productivity and safety procedures. Our 'Scotch Intelligence Platform' is digitising our supply chain from grain to glass, ensuring no drop of Scotch is wasted.

Sustainability and Scotch

At Leven, Europe's largest packaging site, we've installed 8,000 solar panels. The solar farm is expected to generate up to 22% of the site's annual electrical demand, and up to 60% in the summer months.

We have our first Scotch regenerative agriculture programme with 20 farms across three regions in Scotland. The farms are engaging with our partners to reduce their carbon footprint and inform future agronomic improvements. Through our partnership with the James Hutton Institute, we commissioned research trials on cover crops and seed mixes to analyse their ability to improve the soil.

CASE STUDY

Paper bottle trial

In September 2024 we trialled a Johnnie Walker paper-based bottle in Johnnie Walker Princes Street.

The paper bottle is expected to have 47% less carbon emissions than its glass bottle equivalent and the first trial showed positive results on how the bartenders interacted with the bottle and how it fared in a bar environment.



FULL CASE STUDY

How to *enjoy* Scotch

There's no wrong way to enjoy Scotch. From keeping it simple, to shaking up a cocktail, or pairing with food, here's some inspiration for your next serve.



Keep it simple

Often all that's required is the Scotch itself, a simple dram in your favourite glass is a pleasure to be savoured. Or, if you prefer, add a few drops of water or a couple of ice cubes.



Neat

All you need to enjoy whisky neat is a glass. Nose and then chew the liquid before swallowing: this gives your senses a chance to embrace all those flavours.



Water

Fresh water, ideally spring water, can really open up a single malt Scotch - especially cask strength whiskies. Add a drop at a time and see what works for you.



Ice

Adding ice to Scotch can make it a more refreshing drinking, and chilling it can open up it's more delicate notes.

Shake up a cocktail

For when you want something a little more elevated, a whisky sour is the perfect pre-dinner tittle, or keep things classic with a Manhattan. A whisky highball gives all the impact with none of the fuss - all you need is your favourite whisky, mixer, ice and garnish.



Pair with food

A glass of whisky is always improved by food. Maritime whiskies like Talisker love seafood, peaty whiskies like Lagavulin have a natural affinity with cheese, and sweeter whiskies like The Singleton bring out the richer flavours of dried meats. Whisky isn't reserved for savoury moments, it's the perfect complement for your favourite chocolate, or as a dram with dessert.



DRINK LIKE A LOCAL

Latin America

Scotch and coconut water, cool and refreshing this serve is a popular tittle in Brazil.

Asia

A tradition among Chinese consumers is to drink Scotch with cooled Green Tea.

Africa

Scotch with ginger ale reflects a regional preference for flavours that soften and sweeten.

Europe

Scotch and cola is a popular early-evening tittle in Southern Europe.

North America

Scotch cocktails are popular. Classics like the Rob Roy are back, while some consumers try mixes like Scotch with banana liquor.