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**Diageo Brands Earn 91 Awards  
at the 15<sup>th</sup> Annual San Francisco World Spirits Competition**

***Diageo Named "Importer of the Year"***

***Includes 23 Double Gold Honors and Seven "Best in Category" Awards***

**NORWALK, Conn., April 8, 2015** – Diageo spirits liquids and packaging were recognized across the board as best-in-class at the 2015 San Francisco World Spirits Competition, winning a grand total of 91 awards. Of these awards, 83 were medals, 39 of which were double gold or gold. In both Scotch and North American Whisk(e)y liquids, Diageo brands did especially well, with 14 brands winning multiple medals, and several being named "Best" in their category. In packaging, seven brands across Diageo's portfolio won medals, including Mortlach Scotch Whisky and Orphan Barrel Bourbon, which were both awarded double gold. The Company was also named "Importer of the Year" in recognition of Diageo's consistent high quality of spirits across all brands.

"We are honored to be recognized by such a prestigious competition across our portfolio, from heritage brands to new-to-world innovations," commented Larry Schwartz, President, Diageo North America. "Our craftspeople, including our distillers, blenders and artisans, use their remarkable skills every day to produce the finest spirits in the world. These awards give them, and everyone at Diageo, a great reason to celebrate. "

Commenting on the Company's honors for high quality packaging design, Schwartz continued, "Although quality liquid is the centerpiece of any distilled spirit, the full experience is not complete without packaging. The bottles we see behind the bar and on store shelves are a critical part of our connection to a brand. I am proud that Diageo packaging designs have received the recognition they deserve."

Whisk(e)y was the standout category for Diageo, in which the Company secured 57 medals in total for high quality liquid. Numerous medals were awarded to Diageo across Scotch, Tennessee, Bourbon and Rye Whisk(e)y. Johnnie Walker won twelve medals for liquid, up three from 2014. George Dickel, Bulleit, Jeremiah Weed, Oban and Orphan Barrel won three medals each, and Buchanan's won four, including a Double Gold for Buchanan's Master.

Further, seven Diageo Whisk(e)y's were named best liquid in their respective categories. George Dickel No. 12 was designated the "Best Tennessee Whiskey;" Blade & Bow 22 Year Old Bourbon was deemed "Best Straight Bourbon;" and Crown Royal Single Barrel was named "Best Canadian Whisky." In Scotch, Lagavulin 16 Year Old earned the title "Best Single Malt Scotch 13-19 years;" John Walker & Sons Private Collection 2015 Edition was awarded "Best Blended Scotch - No Age Statement;" Talisker 10 Year Old was named "Best Single Malt Scotch up to 12 Years," and Talisker Storm was named "Best Single Malt Scotch - No Age Statement."

Within Scotch, Diageo's non-age declared whiskies fared extremely well this year, winning nine medals for brands including Oban Little Bay, Talisker Storm, Mortlach Rare Old, Buchanan's Master, Buchanan's Red Seal, Haig Club and Johnnie Walker Double Black, Gold Label Reserve and Blue Label.

In the Gin, Tequila, Rum and Liqueur categories, Diageo liquids also performed well, with most brands winning multiple medals. In the Gin category, Tanqueray received two medals including a Double Gold for Tanqueray London Dry Gin. In the Tequila category, DeLeon received two medals for the brand's Reposado and Platinum offerings respectively. In Rum, new Captain Morgan White Grapefruit and Captain Morgan White Pineapple each earned medals. In Liqueurs, Grind won a medal and Baileys won medals for new flavors Chocolate Cherry and Salted Caramel.

Overall, liquids from Diageo's Innovation team won 19 medals.

As alcohol responsibility month, April is a great time to learn more about the importance of enjoying these award-winning brands responsibly. More information is available at [www.DRINKIQ.com](http://www.DRINKIQ.com), <http://responsibility.org> as well as on Twitter at @Diageo\_NA and @goFAAR.

A full breakdown of Diageo's winning brands at the 2015 San Francisco Spirits Competition is available on the Competition website <http://sfspiritscomp.com/results/browse>, and all of the double gold and gold medal winners are listed below.

#### Double Gold:

- Blade & Bow 22 Year Old Bourbon
- Buchanan's Master
- Clynelish 14 Year Old
- Cragganmore 12 Year Old
- Crown Royal Northern Harvest Rye
- Crown Royal Single Barrel
- George Dickel No. 12 Tennessee Whisky
- George Dickel Rye Whisky
- Johnnie Walker Double Black
- John Walker & Sons Private Collection 2015 Edition
- Lagavulin 12 Year Old
- Lagavulin 16 Year Old
- Mortlach 18 Year Old, 25 Year Old, Rare Old, and series (packaging)
- Orphan Barrel Lost Prophet Kentucky Straight Bourbon Whiskey
- Orphan Barrel (packaging)
- Oban 18 Year Old
- Oban Little Bay
- Talisker 10
- Talisker Storm
- Tanqueray London Dry Gin

Gold:

- Blade & Bow Bourbon
- Buchanan's Deluxe
- Bulleit Rye
- Bulleit 10 Year Old Bourbon
- Caol Ila 12 Year Old
- Dalwhinnie 15 Year Old
- George Dickel Barrel Select Tennessee Whiskey
- Glenkinche 12 Year Old
- I.W. Harper 15 Year Old Bourbon
- J&B Blended Scotch
- John Walker & Sons King George V
- Mortlach Rare Old
- Mortlach 18 Year Old
- Oban 14 Year Old
- Pie Hole (Packaging)
- Smirnoff Sours (Packaging)

#### **About The San Francisco World Spirits Competition**

The San Francisco World Spirits Competition, the largest, most influential international spirits competition in America, is judged by a prestigious panel of nationally recognized spirits experts. Judging is based on a blind, consensual procedure, ensuring competitive integrity as it remains the nation's most respected spirits competition. For more information about the competition visit <https://www.sfspiritscomp.com/>.

#### **About Diageo**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

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 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. Follow us on Twitter for news and information about Diageo North America: @Diageo\_NA.

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