



GUINNESS INTRODUCES 'GUINNESS 0.0', THE GUINNESS WITH EVERYTHING EXCEPT ALCOHOL

Thursday, 22nd October 2020: Guinness today announces the launch of Guinness 0.0, the Guinness with everything, except alcohol.

Guinness 0.0 is a new non-alcoholic beer from the brewers at St James's Gate that boasts the same beautifully smooth taste, perfectly balanced flavour and unique dark colour of Guinness, without the alcohol.

The journey to launching Guinness 0.0 has drawn on Guinness's proud 261-year history of innovation and brewing brilliance dating from 1759. A commitment to retaining the distinct character and taste of Guinness was central to the four-year process led by the technical and innovation teams at St. James's Gate, the Home of Guinness.

To create Guinness 0.0 the St James's Gate brewers start by brewing Guinness exactly as they always have, using the same natural ingredients; water, barley, hops and yeast; before gently removing the alcohol through a cold filtration method. The cold filtration process allows the alcohol to be filtered out without presenting thermal stress to the beer, protecting the integrity of its taste and character. The brewers then carefully blend and balance the flavours to ensure the distinctive flavour profile and taste characteristics of Guinness.

The resulting product is unmistakably Guinness, just without the alcohol, featuring the same dark, ruby red liquid and creamy head, hints of chocolate and coffee, smoothly balanced with bitter, sweet and roasted notes. In taste tests by an independent panel, they found that Guinness 0.0 'exceeded expectations' with its taste lauded as 'outstanding'*.

Gráinne Wafer, Global Brand Director, Guinness said: *"This is an exceptional day for Guinness, as we finally reveal Guinness 0.0. The launch of Guinness 0.0 highlights our long-held commitment to innovation, experimentation, and bravery in brewing, harnessing the power of our brewers and our ingredients, to create an alcohol-free beer that is 100% Guinness but 0% alcohol."*

“We know people want to be able to enjoy a Guinness when they choose not to drink alcohol without compromising on taste, and with Guinness 0.0 we believe they will be able to do exactly that.”

Aisling Ryan, Innovation Brewer at St James’s Gate said: *“Guinness has always had an unwavering commitment to quality and our entire brewing team is hugely proud of the care and effort that has been put into the four year development process for Guinness 0.0. We have created a taste experience that we believe is truly unrivalled in the world of non-alcoholic beer and we can’t wait for people to finally be able to try it!”*

Guinness 0.0 is also a low-calorie option for those choosing to moderate, with just 16 calories per 100ml. This means a standard can of alcohol-free Guinness 0.0 contains just 70 calories.

Guinness 0.0 is brewed at St. James’s Gate in Dublin, the Home of Guinness, and will be rolled out in Great Britain and Ireland. Launching in Great Britain from 26th October, Guinness 0.0 will be available in 440ml can 4-pack format in off-licences and supermarkets. Guinness 0.0 is available to purchase from Waitrose and Morrison’s online and in store from 26th October, before rolling out to other retailers. It will be available in pubs across Ireland and Great Britain from Spring 2021 and available in more markets throughout the world later in 2021.

#Guinness00

See www.guinness.com for further information.

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*SOURCE: Nielsen Product Advisor

About GUINNESS

The GUINNESS Company was established in 1759, when Arthur Guinness signed a 9,000-year lease on St. James’s Gate Brewery in Dublin. Brewed using four natural ingredients, water, barley (malted & roasted), hops and yeast, Guinness is the world’s most popular stout. The iconic beer is brewed in 49 countries worldwide and sold in over 120. The most Guinness is sold in Great Britain, Ireland, USA, Nigeria and Cameroon. All Guinness consumed in Ireland and Great Britain is brewed at St. James’s Gate Brewery. More information can be found at www.guinness.com
Enjoy Guinness Sensibly.

<https://www.drinkaware.co.uk/>

About Diageo

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Diageo is a global company whose 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. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice.

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