

DIAGEO CREATES THE “VIRTUAL GOOD HOST GUIDE”

Providing people with top tips on how to be a great host in a virtual world

7 May 2020: Diageo, the maker of Johnnie Walker, Smirnoff, and Guinness, has today launched the ‘Virtual Good Host Guide’, designed to provide tips to people planning their next virtual get-together.

Through a series of short animations, the Virtual Good Host Guide provides a range of top tips; from encouraging hosts to pick a theme for their online celebrations; to planning the perfect shared playlist; to reminding people to measure their pour when making drinks. Launched on Instagram, Facebook and Twitter, the Virtual Good Host Guide builds on Diageo’s long-standing commitment to promote positive drinking through moderation.

Ewan Andrew, Chief Sustainability Officer, Diageo commented: “While we all navigate the challenges caused by the COVID-19 pandemic, we want to provide tips to help people be good virtual hosts as they socialise with friends and family. This guide serves up great tips in an accessible format and will help people make positive and responsible choices about alcohol at home.”

Diageo’s Top tips for being a responsible virtual host:

1. Plan a theme: get everyone involved
2. Pick the perfect guest list: smaller can be better
3. Make time to eat: food is your friend
4. Share party playlists: keep the beats coming
5. Measure your pour: drink better not more
6. Not talking? Hit mute! Ah that’s better
7. Mix it up with up a mocktail: cheers!
8. Pace Yourself: savour the moment

All tips and the full Guide are available to watch at <https://youtu.be/858R9GIJxyk>

- ENDS -

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

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