THE OFFICIAL BEER OF THE PREMIER LEAGUE



GUINNESS ANNOUNCES FIRST-EVER GLOBAL PARTNERSHIP IN FOOTBALL AS THE OFFICIAL BEER OF THE PREMIER LEAGUE

LONDON, UK, 12th June 2024 – Guinness has today announced its first-ever global football partnership with the Premier League.

The four-year agreement, which kicks-off for the 2024/25 season, will see Guinness become the Official Beer of the Premier League, and Guinness 0.0 as the Official Non-Alcoholic Beer of the Premier League. As the Official Responsible Drinking Partner of the League, Guinness will be using its global rights to promote and encourage responsible drinking during the season.

Guinness will use its distinctive marketing, creative advertising, and history of activating world-class sports sponsorships to create fun and engaging fan experiences. The partnership will look to support and uplift the football community, on and off the pitch, and inspire new connections between its own consumers and passionate Premier League fans around the world.

As the most watched football league on the planet where games are broadcast into 900 million homes in 189 countries, Guinness will bring together the beautiful game and the beautiful pint through its activation of the partnership with the Premier League. In August, Guinness will launch a new campaign platform, and fans will be able to experience Guinness and the Premier League together on match-day across pubs and in retail outlets globally.

This announcement follows a successful first half of the year for Guinness with sales of the Diageo-owned stout up 14% worldwide*.

John Kennedy, President Europe, Diageo: "*The Premier League is the world's most popular football league, providing an amazing opportunity to continue the success of the Guinness brand globally and connect with new communities around the football occasion. I'm particularly excited for the brand to build on the impressive growth that Guinness 0.0 has seen since its launch, and using our status as the Official Non-Alcoholic Beer of the Premier League to lay the foundations for further global roll-out around the world.*"

Stephen O'Kelly, Global Brand Director, Guinness said: *"This partnership brings together two iconic global brands that are loved by communities all over the world, and we can't wait to bring beautiful pints to the beautiful game. When the first ball is kicked off in August, Guinness will be building on its international legacy in sport with a new campaign reaching millions of fans, who follow and enjoy the Premier League in their own unique way across the globe."*

Will Brass, Chief Commercial Officer, the Premier League said, *"We are delighted to partner with Guinness, the world's leading stout, whose team have consistently demonstrated world-class creativity, innovation and community storytelling through its marketing in sports and more broadly. We are looking forward to sharing a long-term relationship that will enhance the Premier League football viewing occasion in pubs, bars and homes around the world, and bring to life the magic for which the Premier League is famous."*

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Notes to editors

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. Visit www.drinkiq.com

**Diageo Interim Results, half year ended 31 December 2023*

About the Premier League
The Premier League produces some of the most competitive and compelling football in the world. The League and its clubs use the power and popularity of the competition to inspire fans, communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in 900 million homes in 189 countries.

For more information and interview requests, please contact the Guinness Premier League Team at Ogilvy.

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