



WHO DOES THIS APPLY TO?

In different countries, Brand Promoters are known by different titles including, but not limited to, Beer Promoters, Brand Ambassadors, Bar Teams, Hosts and Activation Specialists. Their primary role is to promote our brands, provide samples, and serve or sell drinks. They may work in either the on-trade or off trade, or at events. Waiters and waitresses employed directly by outlets are not in scope of this Standard.

Brand Promoters can be of any gender. They may be directly employed by Diageo or indirectly through third-party suppliers or business partners. They may be engaged via permanent contracts, fixed-term contracts or one-off agreements.



CONTEXT

Brand Promoters play an important role promoting our brand portfolio to customers and consumers at the point of sale and at events. This Brand Promoter Standard establishes the principles and guidelines for the deployment of Brand Promoters. It is based on our values and our commitment to respect and protect the human rights of all our employees, and those who work with us. In particular, our commitment to treat people with respect and to ensure that they are safe in their working environment.

OUR COMMITMENT

We are committed to becoming one of the most trusted and respected consumer products companies in the world. Our employees, everybody who works with us, and everybody who buys our products around the world know us for our values.

We strive to provide a harassment-free environment that promotes openness, teamwork and trust. We will not tolerate our people being subject to physical, sexual, racial, psychological, verbal, or any other form of harassment, bullying or abuse.

As part of this commitment, we recognise our responsibility to protect the rights of our Brand Promoters. Diageo is committed to the following principles in order to achieve this, and we expect our third-party suppliers, business partners, as well as the outlets that we partner with, to hold themselves to the same standard.



CORE PRINCIPLES

HARASSMENT

We have a zero-tolerance approach with respect to abuse and sexual harassment of Brand Promoters as stated in our Global Human Rights Policy and Partnering with Suppliers Standard. We expect our third-party suppliers, business partners and outlet owners to provide a safe and respectful working environment for Brand Promoters, including their own zero-tolerance measures.

EMPLOYMENT STATUS

- Brand Promoters must be above 18 years of age or the legal purchase age of the country of employment, whichever is higher.
- The employment status of people promoting our brands must comply with local employment law. Brand Promoters must have a transparent, written contract, be they casual workers, full-time, or part-time employees, and receive a copy of the contract.
- Brand Promoters should receive a fixed base salary and always be remunerated in accordance with local laws and regulations. Incentive systems can be put in place on top of the basic salary but should be set up in such a way that they don't lead to unhealthy or unsafe situations. We do not support commission-only work.

DIVERSITY

Promotion teams should be gender diverse and reflect the broad diversity of our business globally and societies locally. At Diageo we celebrate diversity and strive to create an inclusive culture that provides all individuals the freedom to succeed, irrespective of their gender, race, religion, disability, age or sexual orientation.

UNIFORMS

Where Brand Promoters are provided with branded uniforms, they should be safe, functional and culturally acceptable, considering input from the Brand Promoters themselves. Uniforms should not be provocative or suggestive. Brand Promoters who are off-duty should not wear the uniform.

TRANSPORT

Where transport to and from venues takes place late at night, in remote areas or is otherwise deemed unsafe, safe transport to and from the venue to the home of the Brand Promoter should be provided if the Brand Promoter does not have their own transport. This can be in the form of provided transport or a travel allowance.

TRAINING AND INFORMATION

Before starting work as a Brand Promoter, mandatory training must be completed. Where Brand Promoters are employed by third parties or our business partners, Diageo will provide them with information and training materials. This training includes all key aspects of this Standard as well as information on:

- Diageo, its business, company purpose and values
- Product knowledge and how to sell specific brands
- Alcohol and the importance of responsible consumption
- Managing difficult situations, especially with individuals who may have consumed too much alcohol
- How to safely deal with any form of harassment and other undesired or unwanted behaviour
- Grievances – how to make a complaint or raise a grievance to supervisors and the use of the Diageo [SpeakUp](#) service.

A training record should be kept to confirm Brand Promoter attendance.

ALCOHOL

We acknowledge the risk that many Brand Promoters may be pressured to drink alcohol in order to support their sales or to please the outlet owner. It is our policy that during working hours, Brand Promoters should not sit or drink with consumers. Brand Promoters should be informed of this rule and trained on how to safely refuse a drink offered without offending consumers.

GRIEVANCE MECHANISMS

Brand Promoters should be clearly informed who their supervisor is, and that a procedure is in place for them to express any grievances in relation to their work. They should be provided with details of Diageo's [SpeakUp](#) service.



WHERE TO GET MORE INFORMATION

[Code of Business Conduct](#)
[Human Rights Policy](#)
[Partnering with Suppliers Standard](#)

GOVERNANCE

This standard is owned by the Diageo in Society Team within Global Corporate Relations, however accountability for embedding Human Rights in how we do business is shared across functions and with our markets. For any questions, please contact your line manager in the first instance or a member of the Diageo in Society Team.

HOW TO REPORT A BREACH

We are committed to working directly with our suppliers, business partners and outlet owners to tackle breaches of this Standard where we become aware of them. Diageo employees, and those employed by our third-party suppliers or business partners can report a breach to their supervisor and/or use our confidential [SpeakUp](#) whistleblowing phone line and website.

Where matters are brought to us, we are committed to protect the rights of those reporting matters, and we do not tolerate reprisal against anyone who raises a matter in good faith or where they have assisted an investigation.

We track and routinely review these mechanisms, along with any feedback on them, developing our approach to improve the process where practical.



KEY THINGS TO REMEMBER

1. We are committed to respecting and protecting the human rights of all our employees, and those who work with us
2. We have a zero-tolerance approach with respect to abuse and sexual harassment of Brand Promoters, and expect our third-party suppliers, business partners and outlet owners to provide a safe and respectful working environment, including their own zero-tolerance measures.
3. Brand Promoters can report any breaches of this Standard to their supervisor and/or use our confidential [SpeakUp](#) whistleblowing phone line and website.
4. We are committed to working directly with our suppliers, business partners and outlet owners to tackle breaches of this Standard where we become aware of them.

