



**Diageo North America is the leading premium drinks business and one of the best-performing CPGs across the United States and Canada**

## OUR BRANDS

Our 200 plus brands are enjoyed across our market and include some of the world's oldest and best loved brands.



World's no. 1 stout

World's no. 1 Scotch Whisky brand

World's no. 1 vodka

No. 1 selling spiced rum in the US

No. 1 most valuable whisk(e)y brand in North America

Top-5 American Whiskey brand families in the USA

Don Julio 1942 no. 1 Luxury Spirit in the USA

At a glance

**41%**

of all Diageo net sales in F21 were generated by our North America Business

**\$6.6bn**

in annual sales cam from North America, which was an 5.4% increase over F20.

**59%**

of Diageo's global operating profit comes from our North American businesses.

\*Source: Diageo Annual Report August 2021

# OUR ROLE IN SOCIETY



## SOCIETY 2030: SPIRIT OF PROGRESS

It's our 10-year global action plan to help create a more inclusive and sustainable world by 2030.

Our priorities are to promote positive drinking, champion inclusion and diversity and pioneer grain to glass sustainability.



## CHAMPIONING INCLUSION AND DIVERSITY

We believe the most inclusive and diverse culture makes for a better business and a better world; so we will champion inclusion & diversity across our business, with our partners and communities, to celebrate diversity and help shape a tolerant society.



27 office locations across the US, Canada and the USVI



2300+ employees



50% female representation in our Executive Team

## OUR BUSINESS RESOURCE GROUPS

Diageo celebrates and champions inclusion and diversity. Around the world we have a number of inclusive Business and Employee Resource Groups known as BRGs and ERGs. These influential groups, made up of our people, represent various viewpoints, experiences and communities who generate thought-provoking work to enhance our business and workplace, creating a sense of belonging and opportunities for all.

Here in North America, our nine Business Resource Groups represent ethnicity, gender, LGBTQIA+, veterans, sustainability and career development. Learn more about each group's mission:



## PARTNERSHIPS AND RECOGNITIONS

The logos listed below provide a partial list of our partnerships and recent recognitions to demonstrate how we have been celebrated in our achievements.



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## GRAIN TO GLASS SUSTAINABILITY

To preserve the natural resources on which our long-term success depends, we've established a range of sustainability goals across our supply chain.



Saved **+113 million liters of water**, improving our water use efficiency by 3% this year despite increased production volume.



This year we **doubled the recycled materials** in our Seagram's 7 Crown bottles made from 100% recycled plastic bottles.



Opened our **first carbon neutral whiskey distillery** in the U.S. The new distillery in Kentucky will operate using 100% renewable electricity and zero fossil fuels for bourbon production.



Bulleit partners with American Forests to plant one million trees over the next five years.



## PROMOTING POSITIVE DRINKING

We celebrate moderation and continue to address alcohol-related harm, expanding our programs that tackle underage drinking, impaired driving and binge drinking.

**+155m**

people reached with responsible drinking campaigns from our brands.

**+500k**

consumers reached through our DRINKiQ quiz and recently relaunched DRINKiQ site.

Recently launched **Wrong Side of the Road**, an interactive learning experience that educates people on the consequences of impaired driving.

Support **Responsibility.org** (U.S.) and **Educ'alcool** (Canada) on initiatives to educate that underage drinking is unsafe, illegal and irresponsible.

Promoting moderation messages, Crown Royal was the first spirits brand ever to advertise within a regulation football game.

## POSITIVELY IMPACTING OUR COMMUNITIES

We are committed to support underrepresented communities where our consumers, employees and partners live and work, particularly in the areas of education and hospitality. Launched the \$20 million Community Fund, as part of a global 'Raising the Bar' recovery fund focused on supporting social justice in America, helping underrepresented communities and businesses recover from the pandemic.



Our brands, including Bulleit, Don Julio and Guinness, also led various initiatives to help the hospitality industry and those whose livelihoods were directly impacted.



### HBCU endowment program

Providing financial aid to thousands of students across 25 HBCUs over the years.



### Chicago

Helped 15 organizations design creative outdoor areas that support neighborhood businesses, arts and culture.



### New York State

Founding contributor of a grant funding to assist hundreds of NYS minority and women owned businesses adjust operations to the impacts of Covid-19.



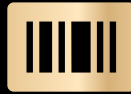
### Seattle

Contributed to support minority owned businesses, facilitating resources to reach the Asian-American and Pacific Islander community.

# A NORTH AMERICAN POWER HOUSE



12 production facilities across the United States, Canada and the US Virgin Islands.



More than 700 SKU are produced in North America.



More than 52 million cases of spirits and beer are produced in North America every year.



Purchased more than \$2.5 billion in goods and services from companies in the United States and Canada every year, including more than 16 million bushels of corn, barley and rye to make some of the world's finest spirits and beer.



Invested more than \$550 million over the last three years to develop some of the most technologically advanced and environmentally sustainable distilleries and production capabilities in the world.



Diageo North America won its 4th consecutive SDCE Green Supply Chain Award for achieving sustainability goals in our operations and supply chain.

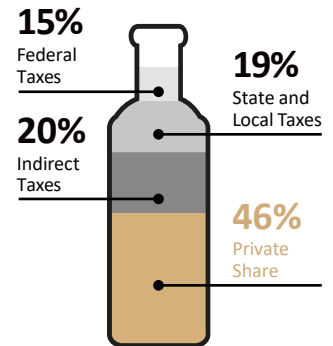
## LEVELED PLAYING FIELD FOR SPIRITS, WINE, AND BEER



### Debunking the Myth of Hard Liquor in the United States

The US Government's standard measures of 1.5 oz. of distilled spirits (40% abv), 5 oz. of wine (12% abv), 12 oz of beer (5% abv) deliver exactly 14 grams of alcohol, whether the drink is fermented, brewed or distilled.

### Example of Excessive Tax Burden on Distilled Spirits



\*Source: Distilled Spirits Council of the United States

We believe that consumers of spirits should be able to buy the products they enjoy wherever beer and wine are sold. We will fight excess tax increases, especially those that would give an advantage to beer and wine.



On average, spirits in the United States are taxed at three times the rate of wine and twice the rate of beer.



Beer and wine are allowed to be sold in tens of thousands more outlets than spirits.



Beer and wine have enjoyed greater advertising freedoms for decades.