

CONSUMER INFORMATION

We believe that consumers should have access to comprehensive information, tools and resources to make informed choices about drinking or not drinking. Diageo believes that responsible and moderate drinking can be part of a balanced lifestyle.

THE ISSUE

There is no clear consensus on how and where consumer information about alcohol and the effects of drinking should appear. Some suggest that all information should be mandatory on product labels and that more health warnings, either text-based or graphic, should be included and rotated on labels. However, given the volume of relevant information – responsible drinking symbols, websites, nutritional information, alcohol per serving, standard drinks, allergens, ingredients, individual variability and government guidelines on sensible or low-risk drinking – it is impractical to include it all on labels.

Too much information on labels reduces their legibility and disengages consumers. Even if labels alone were used to convey alcohol facts, consumers would not

engage with this information because a large proportion of alcohol is sold unpackaged in restaurants, bars and other venues.

DIAGEO'S POSITION

We believe alcohol companies should provide consumers with the information they need to make responsible choices about drinking or not drinking. Labels on packaging provide one important vehicle for this information. Diageo has committed to provide alcohol content and nutrition information where permitted by law, taking into account consumer preferences for what should be included and how the information should be presented so that it is easily understood.

We also believe that consumers should have access to a more comprehensive picture of alcohol and its effects beyond package labelling to help consumers make informed choices about alcohol whether it is through policies, responsible drinking programming or our updated responsibility website – DRINKiQ.com. This site, for example, contains a wealth of information about alcohol and its effects, including the differences

between individuals and their specific vulnerabilities to drinking such as gender, diet, weight or medical conditions.

HOW WE SUPPORT OUR POSITION

We support a range of activities that help consumers make well-informed decisions about drinking or not drinking.

Diageo has a Consumer Information Standard (DCIS) that provides mandatory minimum information that must be included on labels and packaging

This mandatory minimum includes:

- At least one and up to three responsible drinking symbols
- DRINKiQ.com
- Alcohol content and nutrition information per serve
- Alcohol content / (ABV)
- List of allergens
- Recycling and sustainability symbols.

Mandatory information must appear in all countries (where legally permitted), and on all Diageo-owned brands.

This includes:

- All new brands, variants and new market roll-outs
- All repackaged and renovated products.

Our Consumer Information Standard complies with the letter and spirit of all applicable national laws, local regulations and self-regulatory codes of practice. Where local laws, regulations or codes of practice impose additional or more stringent requirements than our mandatory minimum, we make sure we meet those additional requirements in those markets.

DCIS, together with the Diageo Marketing Code, are at the heart of our commitment

to communicate responsibly about our brands, ensuring that there are minimum standards covering all of our labelling, advertising and promotion activities. In addition to voluntarily supplying additional information on our brand packaging, we provide more comprehensive information about drinking on our global responsible drinking website, DRINKiQ.com, which appear on all Diageo-owned labels, where legal.

DRINKiQ.com has the following information:

- Nutrition information for our brands, including calories, fats, saturates, carbohydrates, sugar, protein and salt

- Alcohol per serving, standard drink information and an alcohol-content calculator
- Ingredient information for our brands
- Information on the effects of drinking
- Government guidelines on moderate or low-risk drinking
- Useful links to additional resources.

For more information visit DRINKiQ.com

Below is an example of the detailed nutritional system applied to a back label using the layout.

Detailed layout example

Brand logo & romance / quality copy

Romance / quality copy should be written in a brand specific font

(Left) Global producers' commitments

(Centre) Units / Serve per bottle

(Right) Alcohol & calories per serve

Nutritional information

Allergen information / DRINKiQ.COM website

Additional mandatories, barcode, recycling icon, ABV percentage and volume