



FACT SHEET

Scotch is our largest category, representing 25% of our total net sales for the fiscal year ending 30 June 2019 and more than £3.2 billion in net sales.

Our scotch is steeped in a rich history, from John Walker's genius for blending whisky to Elizabeth Cummings' determination to bring Cardhu single malt to the world. Today, we produce over 100 individual scotch brands with the same care, skill and entrepreneurial spirit as these giants of our industry.

Our leading brand is Johnnie Walker, the world's best-selling scotch. We also produce other high-quality blended brands such as J&B and Bell's, along with a range of single malts, including Lagavulin, Talisker, Mortlach and The Singleton.

In the fiscal year ending 30 June 2019, Diageo scotch net sales grew by 6% in value and 2% by volume and we are well placed to build on this success. Since 2012 we have invested around £1bn expanding and enhancing our Scotch distilleries and facilities. We are also investing heavily in scotch tourism and have committed £150 million to upgrade 15 distillery visitor centres across Scotland and create a major new visitor experience in Edinburgh.

Our half year global Scotch performance at a glance

25%

Share of total NSV*

7%

Johnnie Walker net sales growth*

6%

Scotch net sales growth*

*Source: Diageo F19 Full Year results. All figures organic unless otherwise stated

Scotch exports



Diageo is Scotland's **largest exporter** of Scotch whisky and other spirits.



The Scotch Whisky industry **contributed £5.5bn to the UK economy** in 2018.*



The Scotch Whisky industry **employs over 40,000 people** across the UK.*



In 2018, Scotch Whisky was exported to around **180 countries**.*





The world's best selling scotch whisky brand

First crafted in a humble grocer's shop, Johnnie Walker has taken blended Scotch whisky from the four corners of Scotland to the four corners of the world.

Best selling Scotch brand

No. **1***

Organic volume growth

2%**

Established

1820

Expert blenders

12

Organic net sales growth

7%**

*Spirits Business Scotch Whisky Brand Champion 2018

** F19 Full Year results



Some of our other Scotch brands



BUCHANAN'S

Buchanan's dates back to 1884, when entrepreneur James Buchanan created a blend with a light, smooth and refined flavour.



J&B

Unconventional and international, J&B is a mix of over 40 whiskies carefully blended to produce a smooth and complex flavour.



Grand Old Parr

Grand Old Parr is a blended Scotch whisky named after the reputed oldest man in England. Launched in 1909, it is known for its distinctive dimpled and rounded bottle design.



THE SINGLETON

Launched in 2006, The Singleton is actually a trio of single malts – Glendullan, Dufftown and Glen Ord.



ESTD 1830 TALISKER

The oldest single malt produced on the Isle of Skye, Talisker is a powerhouse single malt; as rugged and unforgettable as the landscape that shaped it.



LAGAVULIN

Intensely flavoured, smoky and rich, Lagavulin has been made on the windswept Isle of Islay for more than 200 years.

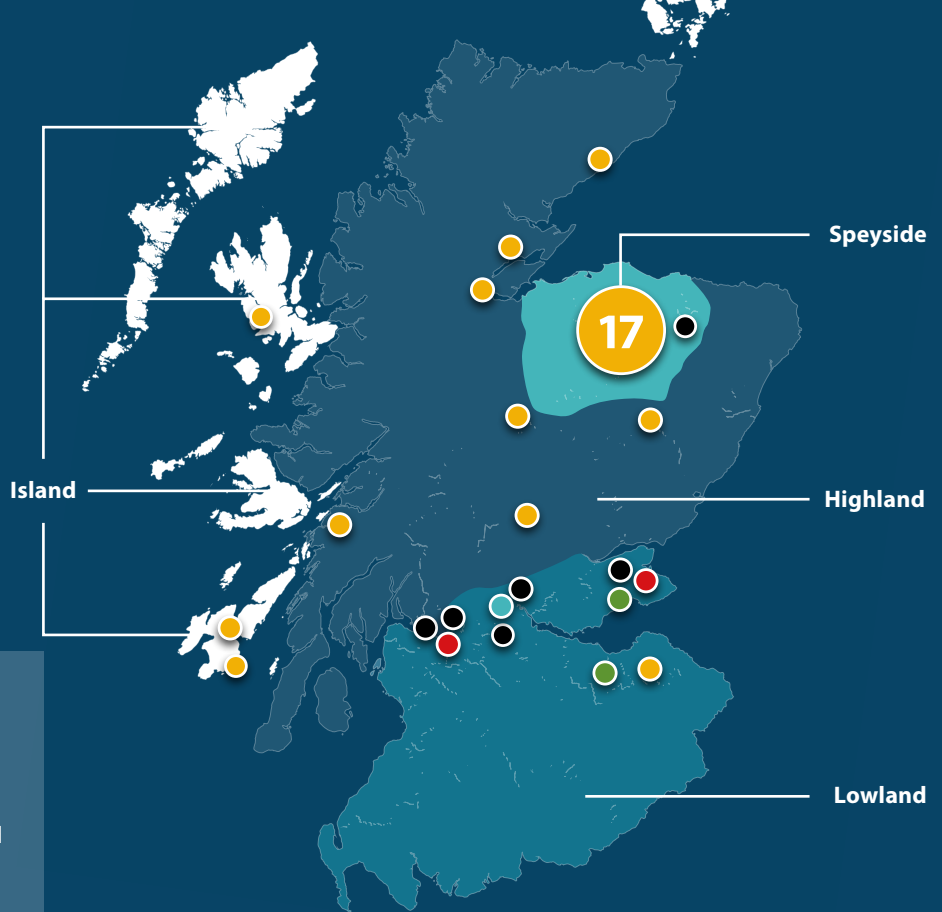


HAIG CLUB

Haig Club is a single grain whisky and embodies a new era for Scotch with a character and style that sets it apart.

From Scotland to the world

- 28 Malt Distilleries
- 1.5 Grain Distilleries
- 2 Packaging Sites
- Technical Centre Europe
- 9 Maturation Warehouse sites
- Coppersmith
- Cooperage
- Maltings



A responsible operator

We are proud to feature in two of Carbon Disclosure Project's annual A Lists for 2019, recognising our role as a global leader in response to climate change and water stress. We were one of only 25 companies to score an A for both rankings this year.

Scotch around the world



Find out more about where we operate:

www.diageo.com/en/our-business/where-we-operate/



Great Britain

Released in GB in October 2018, White Walker by Johnnie Walker sold one bottle a minute on Amazon UK in the first 24 hours of it being available.



Spain

Our flagship Johnnie Walker retail store in Madrid is a new participatory space for whisky veterans and novices alike. Discover and purchase whiskies from the Johnnie Walker range while learning how to create great drinks at home.



China

We have established whisky boutiques in China and across Asia Pacific, which are creating greater consumer interest in Scotch and driving growth. Our influential business partners are enabling improved access to high net worth consumers.



South Africa

This year we painted South Africa Johnnie Walker Black with a series of pop-up bars at some of the country's trendiest night spots.



Mexico

We have an exciting range of new projects in the deluxe and super deluxe segments in Latin America and the Caribbean. In Mexico, for example, we recently launched Buchanan's Select, a 15-year-old limited edition blend of single malts.



Peru

We launched a Johnnie Walker Blue Label pop-up store during the country's festive season. Consumers were treated to Johnnie Walker Blue Label mentoring and could engrave their Johnnie Walker bottle with a personal message.



Scotch around the world

Scotch Whisky is a diverse and versatile spirit, enjoyed by millions around the world. Its unique flavour is well suited to numerous different palates, trends, serves and drinking occasions.

Latin America

Popular tittle: Johnnie Walker and coconut water
How to serve it: Latin Americans traditionally prefer scotch served neat, though it also features in popular cocktails like Whisky Sour or Old Fashioned



Drink like a local: Cool and refreshing, scotch and coconut water is a popular mix in northeast Brazil

Asia

Popular tittle: Johnnie Walker and cold green tea
How to serve it: Soda and water are popular mixers in Asia



Drink like a local: A habit among Chinese consumers is to drink Scotch and other whiskies with Green Tea

Africa

Popular tittle: Johnnie Walker and ginger ale
How to serve it: Scotch with ginger ale reflects a regional preference for flavours that soften and sweeten



Drink like a local: Order your scotch on ice or with a sweet soft drink

Europe

Popular tittle: Johnnie Walker and soda highball serve – a timeless classic
How to serve it: A range of tastes and climates means anything goes



Drink like a local: Cardhu and cola has become hugely popular in southern Europe

North America

Popular tittle: Old Fashioned made with Johnnie Walker Black Label
How to serve it: Although neat serves are still common, the rise in popularity of Scotch cocktails have led to the resurgence of traditional scotch based drinks like Rob Roy and Rusty Nail



Drink like a local: Scotch with banana liquor is part of a regional trend for quirky mixes

Scotch tourism

Scotch whisky contributes nearly £5 billion to the UK economy every year as well as 40,000 jobs – many of which are in the growing scotch tourism industry*. In the 12 months between June 2017 and June 2018, more than 460,000 people visited Diageo's Scotch distilleries.

Blair Athol, Talisker, Oban, Dalwhinnie and Glenkinchie were the top five most visited Diageo distilleries in fiscal year 2018.

Germany, the USA and France are our top three tourist markets while the fastest-growing number of visitors come from China and Russia. Visitor figures from those countries are up 154% and 146% respectively in the last eight years. Chinese and Russian visitors also have a spend per head nearly a third higher than visitors from Germany, the USA and France†.

460,000

visitors to Diageo's distilleries‡

Investing in the future

In April 2018, we announced a £150 million investment program to transform our Scotch whisky visitor experiences in the biggest concerted programme ever seen in Scotland's whisky tourism sector. As the centre-piece of the investment and the future global brand flagship for Johnnie Walker, the visitor experience in central Edinburgh will bring to life the story of the brand and its makers and create a unique welcome for millions of whisky fans around the world. This investment follows our recent announcement to invest £35 million to bring back the 'lost distilleries' of Brora and Port Ellen on Islay.

To find out more visit:
www.diageo.com

* Figures from the Scotch Whisky Association
 † Distillery visitor numbers based on the period between June 2017 and June 2018
 ‡ Fiscal year 2018

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