

The background consists of several overlapping geometric shapes in shades of dark gray and black. On the left, there is a vertical dark gray bar. To its right, a black trapezoidal shape points downwards. Further right, a dark gray trapezoidal shape points upwards. The text 'DIAGEO RESERVE' is centered horizontally between these two trapezoidal shapes.

DIAGEO RESERVE®

A strong business: Leading brands across categories

DIAGEO

	Scotch whisky	Other whisk(e)y	Vodka	Rum	Liqueur	Tequila	Gin	Local spirits	Beer
Ultra premium									
Super premium									
Premium									
Standard									
Value									



Highly Confidential

DIAGEO

RESERVE

IS

AN AWARD-WINNING

LUXURY PORTFOLIO OF FINE SPIRITS.

RICH IN HERITAGE, CRAFTSMANSHIP & INNOVATION.





THE JOHN WALKER™
SCOTCH WHISKY

John Walker & Sons™ have been winning awards since the Sydney International Exhibition in 1879.



JOHN WALKER & SONS ODYSSEY™
SCOTCH WHISKY

International Wine & Spirit Competition 2012, Gold A ward

Formes de L u x e 2012, Jury A ward



JOHN WALKER & SONS™
KING GEORGE V™
SCOTCH WHISKY

Made in commemoration of being conferred the Royal Warrant. This blend only includes whiskies from distilleries operating in King George V's reign, including the rare award-winning Port Ellen™ malt.



JOHNNIE WALKER®
BLUE LABEL™
SCOTCH WHISKY

Cannes International Advertising Festival 2012

Drinks International Travel Retail Awards 2012, Supreme Product of the Year & Best Packaging/ Repackaging of a Drinks Brand

Formes de L u x e Award 2011
Prestige Box Category

San Francisco World Spirits Competition 2013
Best Blended Scotch 16+ Years



JOHNNIE WALKER®
PLATINUM LABEL™
SCOTCH WHISKY

International Spirits Challenge 2012
Gold A ward



JOHNNIE WALKER®
GOLD LABEL RESERVE™
SCOTCH WHISKY

World Whiskies Awards 2012
Top 'Master' Medal



THE SINGLETON®
SCOTCH WHISKY

Gold Medal at the Scotch Whisky Masters

Overall Trophy for 'Best Single Malt 15 Years and Under'



KETEL ONE®
VODKA

'Best Selling' & 'Most Trending' Vodka Brand at Drinks International's World's 50 Best Bars Awards 2012



CÍROC®
VODKA

Silver Pentaward 2012, Casks, Cases, Gift Boxes, Ice Bucket Category

Gold Pentaward 2011, Casks, Cases, Gift Boxes, Ice Bucket Category



TANQUERAY® NO. TEN™
GIN

San Francisco World Spirits Competition 2012
Double Gold Medal Best Gin Category

The only Gin inducted into the World Spirits Hall of Fame.



RON ZACAPA®
RUM

World Luxury Association
Top 10 Luxury Liquor Brand

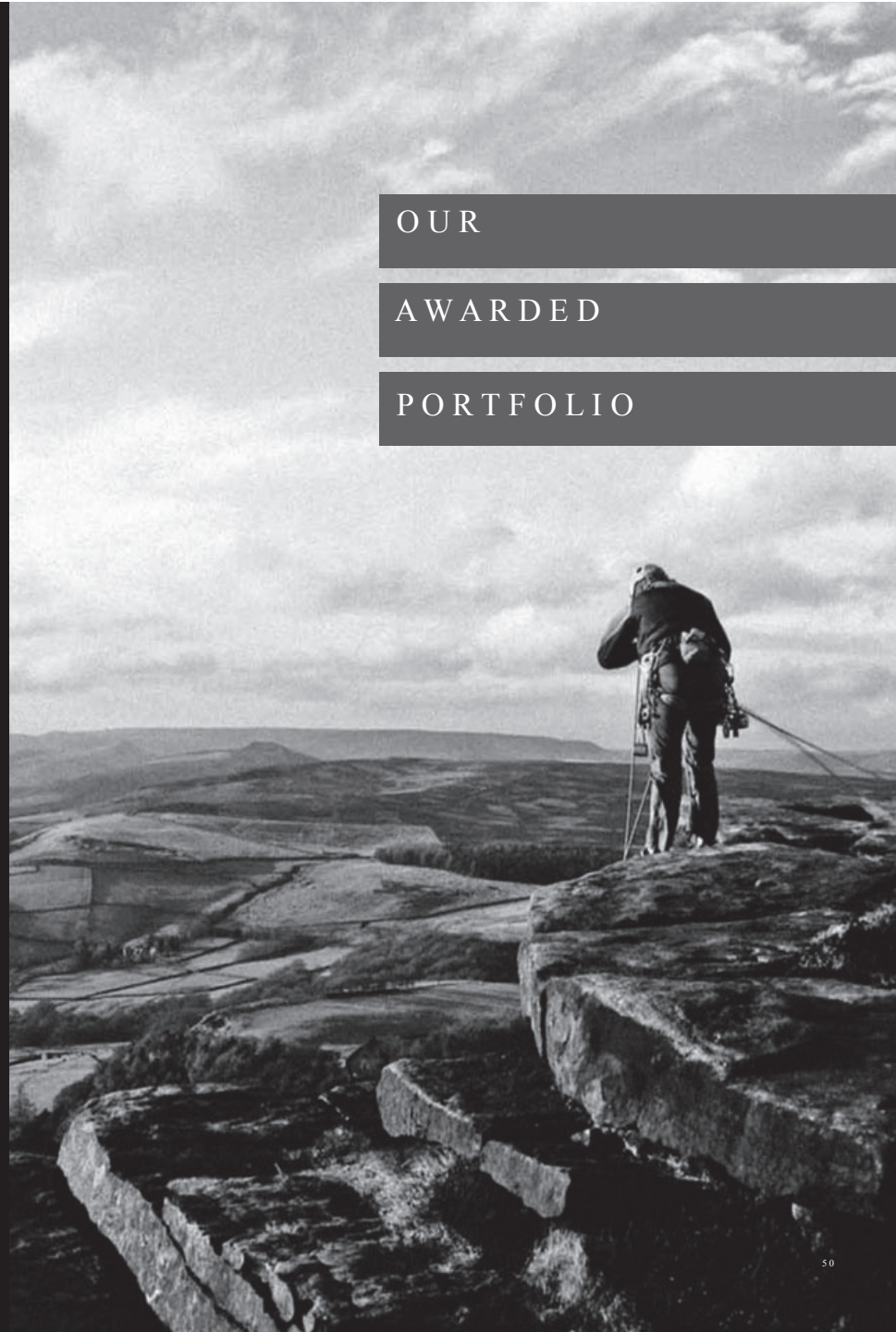
International Rum Festival
5-time Winner



DON JULIO®
TEQUILA

San Francisco World Spirits Competition 2013
Double Gold Medal - Don Julio Añejo Tequila
Gold Medal - Don Julio BLANCO Tequila and Don Julio Ultra-Aged Añejo Tequila

OUR
AWARDED
PORTFOLIO



JOHN WALKER & SONS™ THE PRESTIGE COLLECTION

JOHN WALKER & SONS™ WAS AWARDED THE ROYAL WARRANT IN 1934, AN HONOUR THAT CONTINUES TO THIS DAY. THE PRESTIGE COLLECTION, WHICH INCLUDES THE JOHN WALKER™, THE KING GEORGE V™ EDITION AND THE ODYSSEY™, ARE EXEMPLARY MONUMENTS TO DETAIL AND CRAFT THAT GO INTO CREATING THE WORLD'S FINEST SCOTCH WHISKIES.



THE KING GEORGE V™ EDITION

THE KING GEORGE V EDITION IS A REGAL BLEND OF RARE WHISKIES COMMEMORATING THE GRANT OF THE FIRST ROYAL WARRANT TO JOHN WALKER & SONS™ IN 1934 – AN HONOUR THAT THE COMPANY STILL HOLDS PROUDLY TODAY. THE DECANTER IS PRODUCED BY VERRERIE BOSSE SAS IN THE HAUTE-NORMANDIE, WHERE THE GLASS-MAKING TRADITION GOES BACK TO THE 16TH CENTURY. EACH BOTTLE HAS A SIGNED CERTIFICATE OF AUTHENTICITY – IN A HANDWRITING SCRIPT FROM THE ERA OF KING GEORGE V'S REIGN.



JOHN WALKER & SONS ODYSSEY™

CREATED TO COMMEMORATE SIR ALEXANDER WALKER'S VISION AND ENTREPRENEURIAL SPIRIT, THIS AWARD-WINNING TRIPLE MALT IS THE LATEST EDITION TO THE PORTFOLIO.

THE JOHN WALKER™

CREATED FROM RARE 19TH CENTURY CASKS FROM SCOTTISH DISTILLERIES THAT OPERATED DURING THE LIFE OF JOHN WALKER, THIS LIMITED EDITION SCOTCH WHISKY HONOURS THE FOUNDER OF THE BRAND. MADE TO ORDER WITH ONLY 330 BOTTLES AVAILABLE, THE JOHN WALKER™ EMBODIES RARITY AND EXCLUSIVITY. PRESENTED WITH A 24-CARAT GOLD COLLAR, EACH BOTTLE IS A UNIQUE, INDIVIDUALLY NUMBERED HAND-BLOWN BACCARAT CRYSTAL DECANTER, HANDCRAFTED BY ONE OF ONLY THREE MASTER-CRAFTSMEN IN THE WORLD. THE PINNACLE OF THE JOHN WALKER & SONS™ PORTFOLIO IS PRICED AT **£2,000**.





JOHNNIE WALKER® BLUE LABEL™

ONLY 1 IN 10,000 CASKS CONTAINING WHISKY OF SUFFICIENT CHARACTER ARE USED TO CREATE JOHNNIE WALKER® BLUE LABEL™, THE JEWEL IN THE CROWN OF THE PRESTIGIOUS JOHNNIE WALKER® PORTFOLIO. EACH BOTTLE IS A TRIBUTE TO THE ORIGINAL 19TH CENTURY DESIGN—WITH AN ICONIC SQUARE SHAPE, BLUE GLASS AND INDIVIDUAL NUMBER—STANDING PROUDLY AS THE LUXURY BLEND FOR COMMEMORATING EXTRAORDINARY ACHIEVEMENTS.

SINCE ITS RELAUNCH IN 2011, GLOBAL NET SALES HAVE GROWN BY 27%*, WITH CHINA, UNITED STATES, SOUTHEAST ASIA, ANDEAN AND AUSTRALIAN MARKETS GENERATING OVER 30% NET SALES GROWTH.

"The Aston Martin of the whisky world though, has to be Johnnie Walker® Blue Label..™"

David Gandy, Vogue 2012

"Vibrant whiskies add light and complexity when placed to older and rare ones. It showed that flavour was the prime reason behind blending... It is a GAME-CHANGER."

Dave Broom, Malt Advocate Magazine 2011



JOHNNIE WALKER®
GOLD LABEL RESERVE™

A TESTAMENT TO NEARLY TWO CENTURIES OF BLENDING EXCELLENCE, JOHNNIE WALKER® GOLD LABEL RESERVE™ IS PERSONALLY CRAFTED BY MASTER BLENDER JIM BEVERIDGE AS A CELEBRATION OF HIS ART. THIS BLEND IS CREATED USING CASKS OF CLYNELISH MALT WHISKY, WHOSE WATER SOURCE ORIGINATES FROM KILDONIAN HILLS, WHERE GOLD WAS FIRST DISCOVERED IN 1868.

THE RESULT IS A BOLD BLEND OF INTENSE FLAVOURS, WHICH IS EVERY BIT AS LUXURIOUS AND INDULGENT AS ITS NAME SUGGESTS – PERFECT FOR SHARING LIFE'S CELEBRATORY MOMENTS.



CÍROC®

CÍROC® IS THE NO. 2 ULTRA PREMIUM VODKA IN THE WORLD*, WITH NET SALES GROWTH OF 62% GLOBALLY. BESIDES NORTH AMERICA, SOME OF ITS FASTEST GROWING MARKETS INCLUDE BRAZIL, KOREA, JAPAN AND AUSTRALIA, WHERE CÍROC® SALES HAVE MORE THAN DOUBLED IN THE LAST FISCAL YEAR.

*SOURCE: IWSR



CÎROC® USHUAIA LIMITED EDITION

CELEBRATING THE PARTENRSHIP WITH USHUAIA CÎROC LAUNCHED IN 2013 A SPECIAL LIMITED EDITION, SOLD IN THE CLUB AND AT IN THE IBIZA AND LONDON AIRPORT. A NEW LIMITED EDITION (SEE PHOTO ON THE LEFT) WILL BE LUANCHED NEXT SUMMER LEVERAGING THE BIG SUCCESS OF THE INITIATIVE.





KETEL ONE®

RESPECTED BY LEADING BARTENDERS AROUND THE WORLD, THOSE IN THE KNOW SEEK OUT KETEL ONE® VODKA. DISTILLED BY THE NOLETS IN SCHIEDAM, HOLLAND, WHERE 10 GENERATIONS OF NOLET TRADITION HAVE BEEN PASSED DIRECTLY FROM FATHER TO SON, IN CRAFTING THIS FINE SPIRIT FOR OVER 300 YEARS.

KETEL ONE® VODKA HAS BEEN VOTED THE “BEST SELLING” AND MOST “TRENDING” VODKA BRAND IN THE DRINKS INTERNATIONAL “WORLD’S 50 BEST BARS” REPORT 2013. IN FY2012 ALONE, NET SALES GREW BY 9%. CURRENTLY, KETEL ONE® VODKA IS SOLD IN 63 MARKETS, WITH LATIN AMERICA AND ASIA-PACIFIC REPORTING NET SALES GROWTH OF **OVER 50%.***



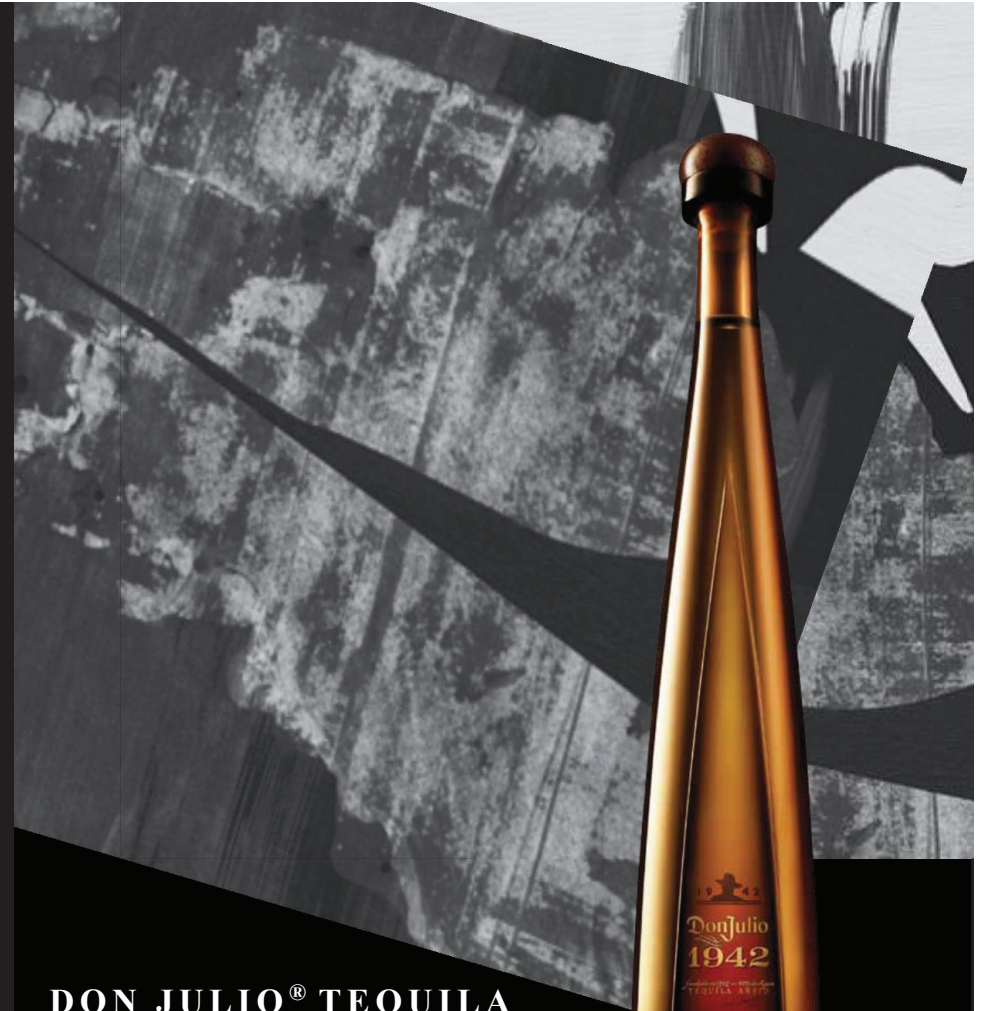
*DIAGEO INTERNAL DATA

Tanqueray N° TEN.

HANDCRAFTED IN SMALL BATCHES, TANQUERAY® NO. TEN™ IS THE FIRST GIN DISTILLED USING HANDPICKED FRESH CITRUS FRUITS AND BOTANICALS, WHICH GIVE IT A UNIQUELY SMOOTH, CLEAN AND REFRESHING TASTE. THE EXACT PROPORTIONS USED ARE A CLOSELY GUARDED SECRET; ONLY FOUR PEOPLE IN THE WORLD KNOW THE TANQUERAY® RECIPES, WHICH ARE KEPT UNDER THREE LOCKS IN A BLACK LEDGER KNOWN AFFECTIONATELY AS 'THE BIBLE'.

TANQUERAY® NO. TEN™ HAS WON 'BEST OF SHOW WHITE SPIRIT' AT THE SAN FRANCISCO WORLD SPIRITS COMPETITION THREE YEARS IN A ROW.





DON JULIO® TEQUILA

THE RESULT OF ONE MAN'S QUEST TO PERFECT THE ART OF TEQUILA MAKING, DON JULIO® IS THE FIRST ULTRA-PREMIUM TEQUILA. IT IS RENOWNED FOR ITS UNRIVALLED QUALITY, ACHIEVED THROUGH THE USE OF 100% BLUE AGAVE, PIONEERING TRADITIONAL AGRICULTURAL PRACTICES IN THE REMOTE ATOTONILCO HIGHLANDS OF MEXICO.

A "SUAVE" TEQUILA, IT IS THE BENCHMARK OF EXCELLENCE FOR THE TEQUILA INDUSTRY, **OUTPERFORMING THE FAST-GROWING SUPER PREMIUM TEQUILA SEGMENT WITH 26% GROWTH IN FY2012.** NOW MEXICO'S BEST-SELLING LUXURY TEQUILA BRAND, THE PORTFOLIO INCLUDES TEQUILA DON JULIO® BLANCO, AÑEJO, 1942, REAL AND NEW DON JULIO® 70 – THE WORLD'S FIRST AÑEJO CLARO.



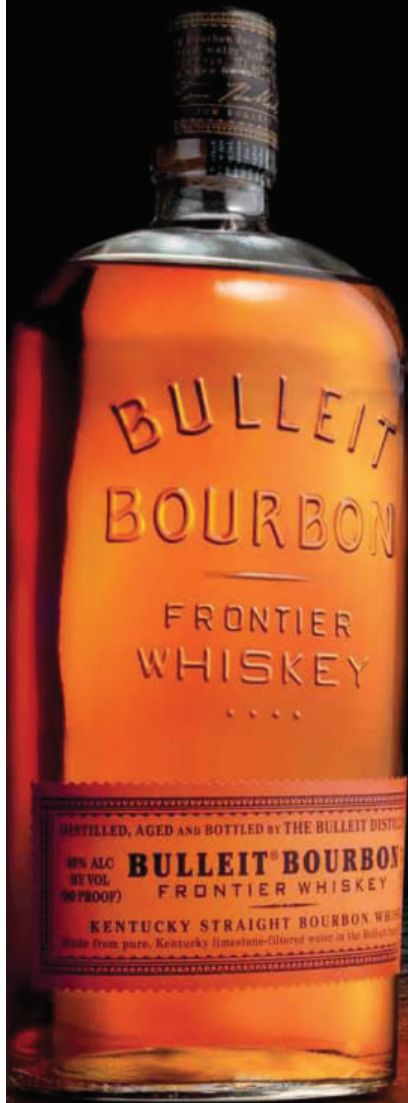
nfidential

BULLEIT BOURBON®

ORIGINATING IN THE 1830S, BULLEIT BOURBON® WAS REINTRODUCED IN 1987. USING ONLY THE HIGHEST QUALITY INGREDIENTS, IT IS MADE FOLLOWING THE SMALL-BATCH TECHNIQUE INSPIRED BY AUGUSTUS BULLEIT OVER 150 YEARS AGO. BULLEIT BOURBON®'S SUBTLETY AND COMPLEXITY STEM FROM ITS UNIQUE BLEND OF RYE, CORN AND BARLEY MALT, ALONG WITH SPECIAL STRAINS OF YEAST.

AT THE SAN FRANCISCO WORLD SPIRITS COMPETITION, THE MOST PRESTIGIOUS IN AMERICA, BULLEIT BOURBON® HAS BEEN CONSISTENTLY AWARDED MEDALS. IN 2011, BULLEIT BOURBON® EARNED A GOLD MEDAL, AND THE BULLEIT RYE A DOUBLE GOLD.

"A HIGHLY RECOMMENDED distilled spirit whose attributes... are of exemplary quality and character within the established standards of its category. An outstanding product which is worthy of a search."
- Paul Pacult, Spirit Journal



RON ZACAPA®

REGARDED AS ONE OF THE FINEST IN THE WORLD, RON ZACAPA® CENTENARIO FROM GUATEMALA IS A RUM OF IMPECCABLE QUALITY AND COMPLEXITY. THE STORY OF ULTRA-PREMIUM ZACAPA® STARTS LITERALLY FROM THE GROUND UP, FROM THE SUGAR CANE OF THE VOLCANO-SHADOWED LOWLANDS, TO AN AGEING PROCESS, WHICH TAKES PLACE 2,300 METERS ABOVE SEA LEVEL, ROMANTICALLY KNOWN AS THE 'HOUSE ABOVE THE CLOUDS'. ZACAPA® IS CREATED FROM THE CONCENTRATED FIRST PRESSING OF SUGAR CANE OR 'VIRGIN SUGAR CANE HONEY', WHICH CONTRIBUTES TO ITS AWARD-WINNING TASTE. ITS UNIQUE COMBINATION OF SMOOTH AND MELLOW TOFFEE HAS MADE IT A SUCCESS IN LATIN AMERICA, EUROPE AND NORTH AMERICA, RESULTING IN 47% GROWTH GLOBALLY.



THE SINGLETON® OF GLEN ORD

THE SINGLETON® OF GLEN ORD HAS A SMOOTH, BALANCED FLAVOUR THAT IS CHARACTERISED BY VALOUR, STEADFASTNESS AND FIERCE INDEPENDENCE. A UNIQUE TASTE THAT REFLECTS ITS MOTTO: "I SHINE NOT BURN". TODAY'S HIP FLASK-SHAPED GLASS BOTTLE IS REMINISCENT OF THE ORIGINAL 19TH CENTURY HIGH QUART BOTTLES.

THOUGH A RELATIVELY YOUNG BRAND, THIS SINGLE MALT IS THE FASTEST GROWING AMONG THE TOP 10 MALTS WORLDWIDE. IT IS NOW ONE OF THE BIGGEST MALT BRANDS GLOBALLY, GENERATING NET SALES GROWTH RATE OF 32% IN THE LAST FISCAL YEAR ALONE.*

THE SINGLETON® OF GLEN ORD 38 YEAR-OLD, A SOPHISTICATED AND MATURE MALT, WILL SOON BE RELEASED, JOINING THE 12, 15 AND 18 YEAR-OLD EXPRESSIONS.



*DIAGEO
INTERNAL DATA

TALISKER®

TALISKER® SINGLE MALT SCOTCH WHISKY IS BORN FROM SOUNDS OF WAVES CRASHING AGAINST THE SHORES OF THE ISLE OF SKYE. SINCE 1830, THE DISTILLING PROCESS HAS REMAINED RELATIVELY UNCHANGED. POWERFUL PEAT, SEA-SALT, AND SMOKY SWEETNESS CHARACTERISE THE STRENGTH AND DEPTH OF TALISKER®, SEDUCING COUNTLESS FILMMAKERS, NOVELISTS, MUSICIANS AND WORLD-FAMOUS SPIES ALL OVER. ITS NUMEROUS ACCOLADES INCLUDE 'BEST WHISKY IN THE WORLD' AT THE WORLD WHISKIES AWARDS AND GOLD MEDALS AT THE INTERNATIONAL WINE & SPIRIT COMPETITION. TALISKER® STORM IS THE NEWEST MEMBER OF THE FAMILY WHICH INCLUDES THE 25 AND 30 YEAR-OLD EDITIONS.



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RICH IN HERITAGE, CRAFTSMANSHIP
& INNOVATION.





MAKING EVERY

DRINKING

EXPERIENCE

EXCEPTIONAL

DISTILLERY ART, JOHNNIE WALKER® HOUSE BEIJING

2

A black and white photograph showing a hand holding a large, faceted crystal glass. The glass has a central square cutout containing Arabic calligraphy. The background is dark, and the lighting highlights the facets of the glass.

INNOVATION &
CRAFTSMANSHIP

DIAMOND JUBILEE CUMBRIA CRYSTAL GLASS



IN PURSUIT
OF
PERFECTION

FINE CRAFTSMANSHIP
& HERITAGE
IN EVERY DROP.
EXQUISITE. AUTHENTIC. UNIQUE.



OUR PRESTIGE COLLECTION

Johnnie Walker House has access to over 7 million barrels of Diageo's Scotch Whiskies maturing in Scotland. The search for suitable casks from this vast collection that satiate our guests' sophisticated palates lies in the hands of our Master Blender, Jim Beveridge.

BESPOKE BLENDS

Johnnie Walker House provides exclusive handcrafted whiskies that money cannot buy for our VIPs invited by our Master Blender.

ARTISAN DESIGNS

Johnnie Walker House collaborates with Local Artisans to create special commemorative whisky designs as gifts or simply for our guests' private collections.

This Collection is available only through Johnnie Walker House.





JOHN WALKER & SONS™ VOYAGER

THIS IS A LARGER-THAN-LIFE REPRODUCTION OF AN EPIC JOURNEY THAT PAYS TRIBUTE TO THE ORIGINS OF THE WALKER FAMILY AND THREE GENERATIONS OF VISIONARIES WHOSE JOURNEYS BEGAN IN SCOTLAND.

SINCE SEPTEMBER 2012, THE LUXURY YACHT HAS JOURNEYED THROUGH ASIA-PACIFIC AND THE MIDDLE EAST, CAPTURING THE ESSENCE OF A TRUE ODYSSEY. IT IS NOW MAKING ITS WAY THROUGH EUROPE, WHERE IT WILL MAKE PORT-OF-CALL IN SCOTLAND, THE HOME OF JOHNNIE WALKER®, AND THEREAFTER IN LATIN AMERICA. THE JOURNEY HAS BEEN BROADCAST TO AN AUDIENCE OF 120 MILLION TO DATE, IT HAS RESULTED IN **SEVERAL MILLION POUNDS IN NET SALES VALUE.**



