



EMBARGOED UNTIL JUNE 2016

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BEANSTALK CONTINUES TO EXPAND DIAGEO LICENSING PROGRAM INTO NEW CATEGORIES

Beanstalk, a leading global brand extension agency, is the exclusive licensing agency for BAILEYS, the original Irish cream liquor, and GUINNESS, the world's most recognized Irish stout brand, on behalf of Diageo, a global leader in premium alcoholic beverages. Beanstalk is tasked with the management and expansion of the brands' already extensive licensing programmes, comprised of over 40 global licensees. In addition to a wide array of successful lifestyle and gift extensions, GUINNESS and BAILEYS have licensed into a number of food related categories.

BAILEYS, the world's #1 liqueur brand, has enjoyed incredible success in categories including ice cream, chocolate and coffee creamers. The BAILEYS food programme successfully leverages the distinct flavour profile and unique heritage of the brand to create seamless extensions into adjacent food categories. Created with premium-quality fresh Irish dairy cream, Irish whiskey, cocoa and vanilla, BAILEYS readily lends itself to a multitude of sweet treats, which target female consumers with modern and progressive tastes and styles. The BAILEYS sweet treats line includes collaborations with Unilever for BAILEYS Magnum ice cream and General Mills for BAILEYS Häagen-Dazs ice cream. BAILEYS' suitability in the sweet treat space is validated not only by the program's success but also by DIY recipes created by dedicated BAILEYS fans.

In North America, BAILEYS long-time coffee creamer licensee HP Hood has recently launched a new Hazelnut Caramel Blondie flavour. The new flavour complements the 14 variants available year-round, as well as the three seasonal holiday products. The limited-edition flavour blends the smooth taste of hazelnut with the sweet, buttery essence of caramel and brown sugar. Launched across the U.S. in early 2016 it is available at a variety of retailers in pint, quart and half gallon sizes.

In Europe, BAILEYS has teamed with leading dairy producer Arla to create two new products; BAILEYS Pouring Cream and BAILEYS Extra Thick Cream. Launched in several leading supermarkets during the lead up to Christmas 2015, the range was supported by an extensive promotional campaign including in-store sampling events throughout 51 locations in the UK.

In 2015, Diageo further expanded the BAILEYS brand footprint in the Australian market with a new range of premium-quality ice cream, featuring flavour combinations such as BAILEYS Burnt Toffee and BAILEYS Chocolate. Developed by leading dairy producer, Bulla Dairy Foods, BAILEYS ice cream tubs and sticks are distributed at major Australian independent stores and supermarkets including Woolworths and Coles. BAILEYS cream and custard was also launched with Bulla in Australia at the end of November 2015, exclusively for the holiday period.

The GUINNESS program leverages the distinctive smooth flavours of GUINNESS, the world's #1 stout beer. The brand has been extended into both sweet and savoury style products including confectionary, crisps, nuts and meat products.

North American GUINNESS licensee High Liner Foods recently released GUINNESS BBQ Glazed Atlantic Salmon. The salmon fillets are glazed with a rich BBQ sauce made with the distinct flavour of GUINNESS beer and are sold at Costco Wholesale locations across the United States.

In Europe, a "Chilled Steak Slice" is a recent addition to the GUINNESS food program, launched at the end of 2015 in collaboration with the UK-based pie and pastries manufacturer *Holland's Pies* (part of the 2 Sisters Food Group). The GUINNESS steak slice targets the growing convenience sector in the UK, while maintaining the brand's premium positioning. Due to early success of the product, an



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additional hot version of the steak slice will launch in April 2016 in the Food-To-Go channel throughout the UK.

The full range of Holland's GUINNESS premium pies and puddings, which first launched in September 2014, includes a Chilled Steak & GUINNESS Pie, Frozen Steak & GUINNESS Pudding, and Frozen Steak & GUINNESS Pastry Topped Pie, all of which incorporate GUINNESS beer as a key ingredient. These are sold at major grocers throughout the UK including Tesco, Sainsbury's and Morrisons.

To compliment the licensed food offering, flavour experts at GUINNESS worked closely with leading international grocery manufacturer AB World Foods Limited to create a premium table sauce. Appealing to new and existing fans nationwide, the sauce mirrors the stout's unique flavour profile creating a beautifully balanced, rich and dark sauce, with 7% GUINNESS beer in every bottle.

GUINNESS Sauce first launched exclusively at 583 Tesco stores in April 2015 and a further UK retail roll-out is planned for late 2016. The sauce is currently distributed as a table top condiment at 36 O'Neill's pubs and major Irish grocery stores such as Spar & Centra, Supervalu and Dunnes. Since its launch, the sauce has been featured in *The Telegraph* and *Daily Mail* and other UK-based publications.

Diageo plans to work in collaboration with its exclusive licensing agent, Beanstalk, to further expand both GUINNESS and BAILEYS' presence through innovations in food. Future categories include meats and cheeses for GUINNESS and sumptuous desserts for BAILEYS, all of which will allow consumers to enjoy the brands in different occasions and formats.