

30 September 2020

Diageo completes acquisition of Aviation Gin LLC and Davos Brands LLC

Further to the announcement on 17 August 2020, Diageo today announces that it has completed the acquisition of Aviation Gin LLC and Davos Brands LLC ('Davos Brands'). This acquisition supports our participation in the super premium gin segment in the United States and is in line with Diageo's strategy to acquire high growth brands with attractive margins that support premiumisation.

"We are confident that Aviation American Gin will continue to shape and drive the growth of super premium gin in North America and we are looking forward to working with Ryan Reynolds and the Davos Brands team to accelerate future growth", said Ivan Menezes, Chief Executive of Diageo.

ENDS

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company whose products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice.

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Diageo plc

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