

# DIAGEO

## **Diageo acquires Vivanda, owner of flavour matching technology behind ‘What’s Your Whisky’** *Acquisition supports Diageo’s ambition to provide customised brand experiences across all channels*

**30 June 2022:** Today, Diageo announces it has acquired Vivanda, owner of the technology behind Diageo’s digital ‘[What’s Your Whisky](#)’ platform and the Journey of Flavour experience at Johnnie Walker Princes Street.

This acquisition will enable Diageo to expand FlavorPrint technology to other categories. And it will support the continued development of our advanced analytics and digital marketing capabilities, providing a deeper understanding of consumer taste preferences and helping to unlock further opportunities in innovation and personalised consumer experiences.

Powered by artificial intelligence, FlavorPrint technology, through a series of simple questions, analyses and maps consumers’ flavour preferences against a large proprietary sensory database of foods and aromas, to generate a digital representation of consumers’ taste palates – their unique ‘Flavor Print’. It then recommends brands and variants whose flavour profiles consumers are most likely to enjoy. The technology breaks down traditional barriers to category exploration, supporting broader consumer engagement through more personalised recommendations and helping to ensure our brands stand out at every point along consumers’ paths to purchase.

Launched in 2019, ‘What’s Your Whisky’ has been rolled out across 21 markets and is available in 16 languages. It has been integrated into the physical stores and e-commerce platforms of a number of our key customers in Europe and North America, as well as across our direct-to-consumer channels such as [malts.com](#) to enable purchase recommendations.

The technology also underpins the immersive Journey of Flavour experience at Johnnie Walker Princes Street in Edinburgh, tailoring the drinks that visitors enjoy during their 90-minute tour to their palates. There are more than 800 flavour combinations available in our innovative dispense systems, meaning a consumer could visit every day for more than two years and not have the same experience twice.

Vivanda’s team will join Diageo and its founders, CEO, Oli Fuchs, and CTO, Matt Corish, will provide ongoing consultancy services to continue building on the success of the FlavorPrint technology.

**Cristina Diezhandino, Chief Marketing Officer at Diageo, commented:** “We know consumers are looking for more personalised, interactive experiences and that they are increasingly engaging with our brands digitally as well as in person. We’re delighted to welcome Vivanda to Diageo and we are looking forward to working together to connect with consumers in more innovative ways that help shape the future of how we socialise in person and virtually.”

**Oli Fuchs, Co-founder and CEO, Vivanda, said:** “We are very excited to join Diageo. Vivanda set out to create innovative technology which connects consumers with products through sensory insight. We are proud of the excellent engagement we have received from consumers and are looking forward to connecting millions more people with their new favourite beverage and creating the digital standard for taste.”

The acquisition has been funded through existing cash resources.

**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 and J&B 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](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives and ways to share best practice.

*Celebrating life, every day, everywhere.*

## About What's Your Whisky at Johnnie Walker Princes Street

At the start of the Journey of Flavour tour, visitors take the 'What's Your Whisky' quiz to determine their personal flavour preferences. Drinks on the tour are then tailored to their palates. There are more than 800 flavour combinations available in the innovative dispense systems, meaning a consumer could visit every day for more than two years and not have the same experience twice.

Discover your flavour profile on What's Your Whisky: [www.whatsyourwhisky.com](http://www.whatsyourwhisky.com)

## About Vivanda

Founded in 2014, Vivanda is a pioneer in sensory-based food and beverage taste digitisation and personalisation solutions. Based on 30 years of culinary research and food sensory science, Vivanda has created a classification to standardise and qualify the anatomy of a given food item as it relates to an individual's "Taste". Using proprietary algorithms, Vivanda matches the taste and texture preferences of an individual with any recipe, beverage or food product and delivers recommendations through a platform powered by artificial intelligence.