



DIAGEO
PROMOTING RESPONSIBLE DRINKING

LAUNCH OF DIAGEO NATIONAL PUBWATCH AWARDS

- **Encouraging recognition across Great Britain for Pubwatch scheme members** -

Tuesday 7 February, The Guild Hall City of London: National Pubwatch is extending its efforts to encourage and recognise safer social drinking environments in all licensed premises throughout the UK by partnering with Diageo GB, the world's premium drinks business to launch the inaugural Diageo National Pubwatch Awards.

Chairman of National Pubwatch Steve Baker announced the partnership with Diageo GB at the organisation's Annual Conference. The awards will be judged by the National Pubwatch Committee who will be looking for evidence that the applicants have been effective in promoting social responsibility through the introduction of local initiatives.

Steve Baker Chairman of National Pubwatch said: "Launching an awards programme is testimony to how much the National Pubwatch scheme has achieved over the last 14 years. It is a trusted partner for helping to create safer night time environments in the on-trade for UK consumers. We want to celebrate nationally the good work that is taking place locally across the UK. With the support of Diageo GB we are able to further spread the word of this important work."

A total of 3 Diageo National Pubwatch Awards will be presented to the winners at the prestigious All Party Parliamentary Beer Group Dinner, which is being held on 16 May 2012 in London.

Mark Baird, Diageo GB Head of Industry Affairs and Alcohol Policy said: "Diageo GB prides itself in supporting the on-trade night time economy as well as local partnership schemes such as Purple Flag. We are delighted to become involved with National Pubwatch and support the great work it does up and down the country in promoting social responsibility. This new award gives us the opportunity to recognise excellence in the sector at a time when schemes such as Pubwatch are more important than ever; as we await the introduction of the Late Night Levy and EMROs."

- Ends -

For more information contact:

Alana Tapsell

Mercieca PR

T: 020 7485 0100

E: alana@mercieca.co.uk

Charlotte Seccombe

Diageo GB

T: 07590 809 611

E: charlotte.seccombe@diageo.com

NOTE FOR EDITORS

National Pubwatch

Pubwatch has been a feature of the night time economy for over 40 years and it makes a significant contribution to improving communication, safety and standards of behaviour in licensed premises for the benefit of staff and customers. National Pubwatch was launched in 1997 with the aim of creating safer drinking environments by supporting local Pubwatch schemes where they already exist or providing advice and guidance to people who want to start a new scheme. Further details about the work of National Pubwatch can be found at www.nationalpubwatch.org.uk

* This years All Party Parliamentary Beer Groups dinner is being held early due to the London 12 games

Diageo GB

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness. Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at Diageo.com.

Visit www.drinkaware.co.uk and Diageo's own global resource www.DRINKiQ.com for information and guidance on responsible drinking. In Great Britain, Diageo is a member of The Portman Group and supports The Drinkaware Trust.

Celebrating life, every day, everywhere.