



F13 / Q3

THE LATIN AMERICA & CARIBBEAN

**DIAGEO**

PUBLIC RELATIONS TEAM

**@ WORK**

PR Summary Report

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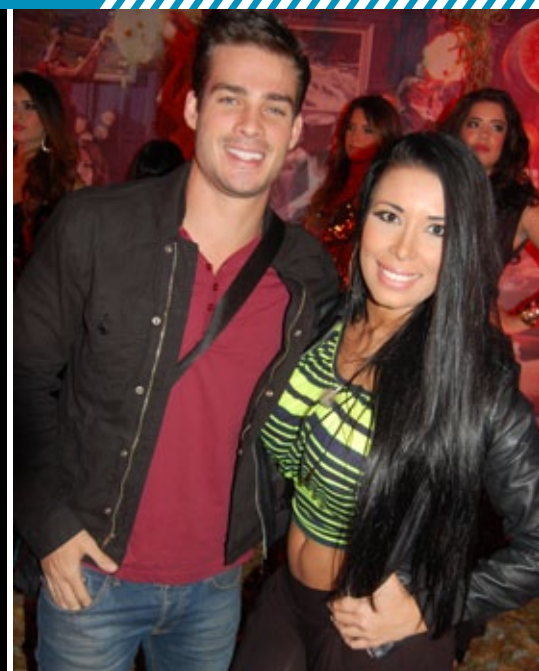
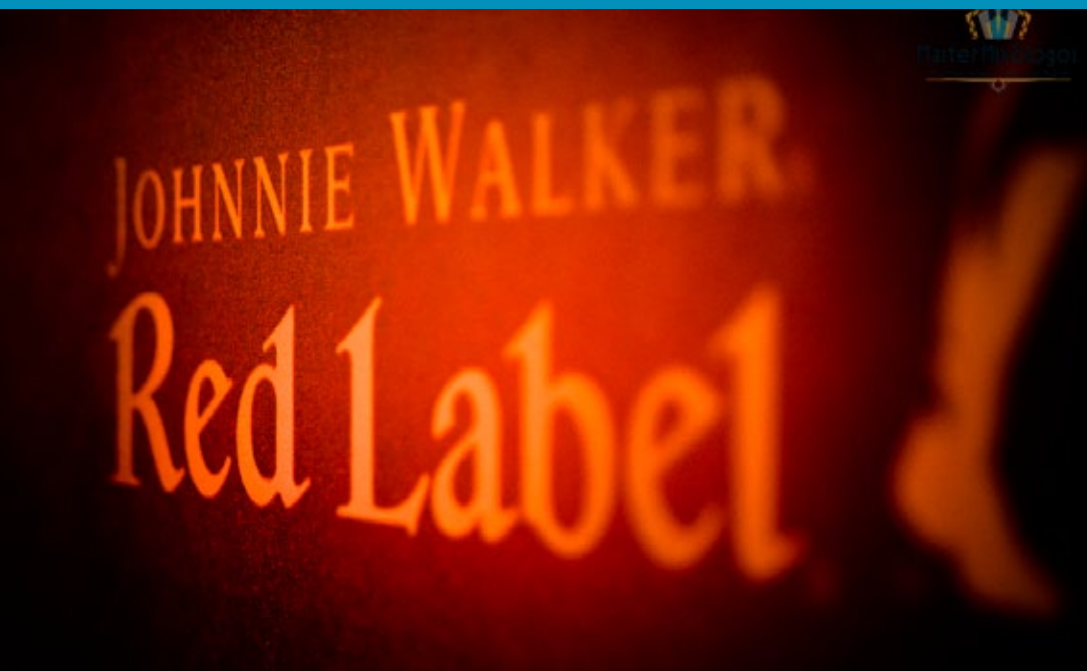
### Enriched Communities

SOCA LEGEND PARTNERS WITH GUINNESS® FOR  
'MADE OF MORE' CAMPAIGN

OLD PARR® AND CARNAVAL TOAST BARRANQUILLA

BUCHANAN 'S'® AND GUESTS HONOR NOTED  
MEXICAN MUSEUM

Great Times GREAT EXPERIENCES



## JOHNNIE WALKER® RED LABEL® AMPS UP WILDLY POPULAR VENEZUELAN ELECTRONIC MUSIC CONCERTS

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

The world's top-selling whisky never misses out on an electronic music venue, especially in Venezuela.



As part of the 'Where Flavour is King' campaign, which entices consumers to break free from convention and experience life to its fullest, JOHNNIE WALKER RED LABEL found the perfect occasion to invite consumers to live life to the fullest at two of the country's top electronic music concerts.

After a wildly popular concert by electronic music icon David Guetta in Venezuela in early 2013, international music sensation Jamiroquai came to the country to perform his signature rhythms under an incredible light show, where JOHNNIE WALKER RED LABEL proved to be just as versatile and explosive as the music via Red Lemon cocktails, a mix of the whisky with lemon soda and ice. The pulsing blend of electronic music and cocktails embodied the brand's evolution as one in a constantly changing world.

The brand team took advantage of this major concert event to gather a group of influencers and their guests in a VIP setting complete with transportation service and drink tickets to enjoy

JOHNNIE WALKER RED LABEL at the posh Le Club, where more than 600 were in attendance to see Jamiroquai.

Special guests included noted television personality Chica E! Valeria Valle, Luis Jiménez, lead vocalist from the band Los Mesoneros, Pedro Vallenilla, owner of the popular site tudescuenton.com, television actor Hector Peña and student leader Iván Pezzela, all of whom were pleased with the event and the Red Lemon cocktails, in particular.

"I was super impressed," said Pedro Vallenilla. "I found it incredibly refreshing and youthful, and the image that Red brings to the market is really incredible and shows how it has changed consumers' feelings towards the brand."

By getting involved with cutting-edge musical venues, JOHNNIE WALKER RED LABEL continues to invite young adults to enjoy lively experiences as part of its strategy of breaking free from convention and celebrating life's great moments responsibly.

## Great Times GREAT EXPERIENCES

### JUN DAITI® AMPS UP PRESENCE IN BRAZIL

By Alexandre Rodrigues,  
Sr. Brand Communications Manager, DIAGEO Brazil

During the first few months of this year, JUN DAITI, DIAGEO's first sake brand, launched multiple PR campaigns to entice select consumers to this mysterious spirit from the Far East. Several activations took place, which garnered interest among bloggers and media.

One such activation kicked off at the most emblematic of Brazilian events – Carnival. Several TLAs created different signature drinks made with JUN DAITI to promote this most festive of holidays, with good coverage in the media.

Activations took place during Women's Week on March 8, at the trendiest of nail and hair salons in São Paulo, where JUN DAITI and tea were served to clients.

Furthermore, to get consumers to enjoy sake with friends and loved ones, the brand rolled out 'JUN DAITI Sake. Let's Talk' The campaign aimed to inspire people to return to the days of good conversation by creating a commercial depicting a group of friends gathered around a bar table while observing the overuse of cell phones and electronic devices all around them. The video, available on the brand's Facebook fan page as well as on other online vehicles, conveyed in a rather light and humorous way how friends in today's technology-driven society often deal with overkill marked by the overuse of electronic devices in public, a very common nuisance for the brand's consumers.

Throughout the quarter, JUN DAITI appeared in more than 60 media articles and generated US\$550,000 in ad value.



To honor the winners of the Justerini Awards, where Mexico City's most creative and innovative minds were recognized in April, award winners took time out from their busy, high-profile lives to reflect on ways to pass on their winning characteristics to the rising stars of tomorrow.

### MEETING OF THE MINDS: J&B® GATHERS RECIPIENTS OF THE FAMED JUSTERINI AWARDS

By Juan Pablo Molinar, PR Assistant, DIAGEO Mexico

Attendees of the encounter included lighting designer Ricardo Noriega, fashion designer Isabelle Manhes, radio personalities Leonardo Arriaga and Antonio "Korno" Espinoza, *Las Páginas Verdes* editor Paulina Moreno and publicist Eduardo "Spooky" Pérez, the creator of many successful advertising campaigns that have won multiple Mexican and international awards.

Throughout the evening, these very special guests shared their thoughts

and insights as to what defines a person who breaks the mold, which signifies the J&B spirit, especially when it came to their particular industries.

Thanks to the passion and enthusiasm of all in attendance, the evening turned into a truly unforgettable experience, where creativity and a willingness to contribute to the development of Mexico's future became themes of the evening.

## Great Times GREAT EXPERIENCES

CUPID'S ARROW STRIKES VENEZUELA, CÎROC®  
ON VALENTINE'S DAY WITH SULTRY COCKTAIL

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

This past Valentine's Day, CÎROC invited Venezuelan lovebirds to raise their glasses to Cupid with a sultry, red cocktail called the 'Femme Fatale,' made exclusively with this ultra-premium French vodka.

This simple campaign, centering on word-of-mouth buzz, put the drink into the limelight and eventually into print and digital media, generating coverage in nine publications, carrying a US\$24,000 ROI, and excellent feedback from the media such as *Mamás Latinas*, which said the following: "When I found out this drink was made with the French vodka CÎROC, I couldn't help but run to the liquor store, buy a bottle and give it

a try. Needless to say, the cocktail was a delicacy, and the color made for the perfect Valentine's Day drink."

As an added touch, CÎROC also sent out special virtual Valentine's Day cards to members of the media and more than 80 influencers thanking them for past contributions to the brand's success in Venezuela and the fond memories made along the way.



*Happy Valentine's day*

ESA AMISTAD ÚNICA, ESE  
ENCUENTRO INOLVIDABLE  
MERECE SER CELEBRADO  
CON ESTILO

CELEBRATE WITH  
CÎROC.  
ULTRA PREMIUM VODKA

"Cuando tomes, no manejes" DIAGEO Rif: J-30021593-8

## Great Times GREAT EXPERIENCES

# SMIRNOFF® ICE LIGHTS UP SUMMER IN SOUTHERN HEMISPHERE

By Carolina Martinenghi,  
Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)



In January, SMIRNOFF ICE launched its new campaign ‘Light Up Your Summer’ every Thursday at UFO Point Pinamar, an exclusive locale perched upon one of Argentina’s most beautiful beaches, where a selection of local DJs churned out relaxing tunes for consumers enjoying sunsets.

At a first Sunset Session, Illya Kuryaki and the Valderramas were invited to light up Pinamar. Later, Emanuel Horvileur and Dante Spinetta delivered an outstanding show that generated solid media coverage.

At a second Sunset Session, Catarina Spinetta made all the participants go wild with a fantastic DJ set in front of a packed beach crowd.

Summer rains forced the team to relocate the third Sunset Session from the beach to the Flúo Night party that night at UFO Point, with Jimena Bizniuk rocking the crowd.

Rain also limited a fourth Sunset Session to photo shoots with DJs Jenny Williams and Ale Lacroix, yet the brand pulled through to honor an agreement with ESPN, which was present and interviewed the invited artists.

Via the campaign, SMIRNOFF ICE generated high-quality editorial content in Argentina’s most important media outlets by focusing press releases on the DJs that were invited to the four Sunset Sessions at UFO Point Pinamar. Journalists were invited to attend the sessions and interview the talent as well. As a result 59 publications were obtained, including articles in the most important media outlets of the country.



## Great Times GREAT EXPERIENCES

# PAMPERO® ANIVERSARIO TREATS VENEZUELA'S FINEST PALATES TO LOCAL FINE INGREDIENTS

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

**PAMPERO ANIVERSARIO** recently played host to an unforgettable dining experience at Venezuela's exclusive D.O.C restaurant in the posh Los Palos Grandes neighborhood where noted Venezuelan personalities and their guests were invited to a dinner paired with PAMPERO.

Famed Venezuelan photographer Arianna Arteaga, daughter of renowned journalist Valentina Quintero, kicked off the evening with a brief homage to PAMPERO founder Alejandro Hernández. Afterwards, Rum Master Oswaldo Baez delivered a brief explanation of the secrets to crafting this prized spirit, guiding all through an evening of fine food and drink, with a menu carefully chosen to pair PAMPERO ANIVERSARIO with the finest ingredients originating across Venezuela.

The evening pleased all palates in attendance thanks to the courses selected to accompany this fine rum and truly versatile spirit that pairs well with poultry, red meats, vegetables and desserts.

Among those in attendance included famed Venezuelan cartoonist Eduardo Sanabria Edo, noted journalist Nelson Bocaranda Junior, and food critic, lawyer, film producer and rum enthusiast Pedro Mezquita.



## NEW LAUNCH: NUVO® COMES TO CHILE

By Carolina Martinenghi, Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)



Cupid's arrow traveled thousands of kilometers last February, leaving a lively pink wake stretching from the southern tip of the Andes to the haunting Atacama deserts as NUVO arrived to the Chilean market.

Taking into account the brand's attributes, Valentine's Day was selected as the perfect moment to toast Chile with a glass of NUVO.

The objective was to communicate through specialized and mass media the product's attributes and its arrival in Chile with the aim of establishing NUVO as the perfect choice for the year's most romantic of holidays.

More than 25 important publications have been garnered, mainly in new products and lifestyle sections, with a PR value exceeding US\$105,000.

## Great Times GREAT EXPERIENCES

# JOHNNIE WALKER® AND BRAZIL TAKE FRESH STEPS IN GLOBAL SPOTLIGHT

By Alexandre Rodrigues, Sr. Brand Communications Manager, DIAGEO Brazil

JOHNNIE WALKER recently invited Brazilian consumers to take part in the launch of a special pack edition to celebrate the country's ever increasing importance in global political, economic and social arenas. Brazil took another step in the 'Keep Walking Brazil' campaign by inviting Brazilians to vote among proposals for new packaging designs, with 57,000 casting their votes on Facebook.

Three final packs were chosen, each donning images and brief narratives illustrating Brazil's rich history and vibrant present. The idea behind the campaign was to provide contemporary views of the brand in a 21st Century Brazil. The PR team in Brazil managed the final selection of the bottles based on input from contemporary artists, including singers, fashion designers and other celebrities.

Media results were solid, with 75 articles generating US\$450,000 in ad value.



View the Video



## NUVO® FASHION DESIGN COMPETITION APPROACHES FINAL STAGE

By Juan Pablo Molinar, PR Assistant, DIAGEO Mexico

On January 31st, SPARKLING NUVO's Fashion Design Competition entered a new phase in which students from three top Mexican fashion schools submitted their design concepts to a panel of industry leaders.

The panel, composed of some of Mexico's top fashion industry experts, gathered to select 12 finalists who will design and create real fashion ensembles to be presented at a final catwalk, with the eventual winner traveling to New York City during Fashion Week in September and receiving special backstage access to fashion activities as a guest of NUVO.

Work is already underway for the finale, with all finalists busy preparing their designs thanks to financial support provided by NUVO.

M·A·C Cosmetics, an official sponsor of the NUVO Fashion Design Competition, has agreed to provide make-up and cosmetics for the models who will sport the collection. Elsewhere, [CompramodaNacional.com](http://CompramodaNacional.com), a boutique launched by panelist Juanchi Torre, will provide those all-important shoes.



## Great Times GREAT EXPERIENCES

# PAMPERO® TREATS FANS TO ONCE-IN-A-LIFETIME TREKS ACROSS VENEZUELA

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

PAMPERO and its three popular variants — ORO, ANIVERSARIO AND SELECCIÓN 1938 — recently gave loyal Facebook fans the chance to embark on four unforgettable journeys across Venezuela via the campaign ‘PAMPERO’s 100 Percent Adventure Experiences’ in early 2013.

The platform, available on [www.facebook.com/pamperovenezuela](http://www.facebook.com/pamperovenezuela), offered contestants chances to win trips with five friends to Venezuela’s top off-the-beaten-track destinations: La Tortuga, El Hato Cristero, El Río Caura and Canaima, all havens for adventure travelers.

One lucky winner, David Enmanuel Cortéz Pérez, spent four days with friends touring the splendor of Hato Cristero, located in Barinas state, home to the country’s haunting flatlands. Along with experienced guides, David and his friends took daily road trips, boat tours and headed out on hikes to view the region’s unique wildlife, while other activities involved horseback riding, climbing and

rappelling down waterfalls and even a chance to milk some cows!

Meanwhile, another contest winner, Juan Quintero enjoyed a breathtaking trip to Río Caura along with five of his very daring friends, where all enjoyed their stay at the Caura Lodge in Bolívar state. During the trip, participants trekked across the sprawling flatlands after crossing the mighty Orinoco River, home to the indigenous Yekwana people who live at the mouth of the nearby Ninchare River. Jungle excursions allowed guests to view exotic flora and fauna endemic to the area.

The third winner, María Antonieta Pérez, enjoyed some quality time with friends

at the Rancho Yemayá in La Tortuga, the perfect island getaway for those looking to enjoy crystal-clear waters, rich blue seas and white sandy beaches, with plenty of boating activities at nearby islands and keys.

Lastly, Angela Perreca enjoyed the good fortune of inviting five of her friends to the majestic Canaima National Park, home to breathtaking waterfalls such as Hacha, Wadaima, Ucaima, Golondrina and last but certainly not least, Angel Falls, the world’s highest, uninterrupted waterfall.

True to PAMPERO’s nature, contest winners tapped into their adventurous spirits from within and enjoyed Venezuela to the fullest.



## JOHNNIE WALKER®, CÎROC® AND HEINEKEN®, BOND JAMAICA JAZZ AND BLUES FESTIVAL

By Kamal Powell, Brand PR Manager, DIAGEO Jamaica

Arguably one of the most anticipated events on the entertainment calendar in Jamaica, the Jazz and Blues Festival attracts more than 30,000 patrons annually. For more than 25 years, the festival has earned a reputation as a premier event in the Caribbean. For most of that time, JOHNNIE WALKER, CÎROC and HEINEKEN have supported the event as major brand sponsors. This year, all brands were back once again. With a massive presence across the island, the brands were highly visible at the event.

Nothing goes better with great music than great spirits, so the brands were quite welcome at the festival, which spanned three nights and featured amazing talents like Michael Bolton, Dionne Warwick,

John Legend and Mary J. Blige. For two months, the publicity around the festival and the brands was remarkable, with placements in newspapers, magazines and over the airwaves every other day.





Great Times GREAT EXPERIENCES

## BUCHANAN'S® TREATS MEXICO CITY TO A SUPERBOWL BASH

By Juan Pablo Molinar, PR Assistant, DIAGEO Mexico

Everyone was a winner at BUCHANAN'S Super Bowl Sunday in Mexico City this past February.

BUCHANAN'S invited friends and family to a lively party to watch the Baltimore Ravens take on the San Francisco 49ers at Super Bowl XLVII, which took place in New Orleans, Louisiana. In Mexico City, our football fans gathered at the Hotel Habita Terrace at 5 pm, just prior to kickoff.

Habita's terrace was packed, as attendees sipped BUCHANAN'S with delicious Kobe burgers, steak baguettes, shrimp tacos, beef hot dogs and fresh salads, the perfect fare for a Super Bowl Sunday.

BUCHANAN'S mixologists treated everyone to cocktails made with BUCHANAN'S DELUXE, MASTER and SPECIAL RESERVE, to make sure all had fun on the year's biggest Sunday among football fans.

The event exceeded expected KPIs with a total of eight placements, six of which were from top-tier media outlets, and generated \$79,334 in ad value.



## ENDLESS SUMMER NIGHTS: J&B®, SMIRNOFF® COOL OFF CHILE

By Carolina Martinenghi, Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)

During 2013's sultry summer season in Chile, SMIRNOFF and J&B took to the country's most popular beach area in Reñaca, near the famed Viña del Mar beach town, and quenched sundrenched palates with refreshing summer cocktails and cool summer tunes with a jam-packed agenda of summertime activities.



[View the Video](#)

SMIRNOFF Terrace, a refreshing fruit cocktail bar, came complete with SMIRNOFF ICE promotions and music that never failed to disappoint consumer. The SMIRNOFF Sunsets campaign took place every Saturday afternoon in February with entertaining live shows that were all part of the promotion.

Elsewhere, the J&B Beach Lounge kept the days lively with DJs performing to crowds enjoying the sun in deck chairs, luxurious daybeds and Wi-Fi connection.

Summertime activities appeared in many different publications, especially in sections covering entertainment and lifestyle, featuring Reñaca and its must-do summertime events appearing in more than 20 publications generating more than US\$140,000 in PR value.



Great Times GREAT EXPERIENCES



## SMIRNOFF® TAKES CENTER STAGE AT FAMED JAMAICA CARNIVAL – AGAIN!

By Kamal Powell, Brand PR Manager, Jamaica

Following the successful staging of Bacchanal Jamaica Carnival last year, the world's leading vodka, SMIRNOFF, has yet again added its sponsorship. The carnival, which spans more than ten years and is the most anticipated Soca event of the season, has grown in its reach and popularity. Having been a major partner of the event since its inception, SMIRNOFF used this year's staging as a platform to continue to infuse elements of its SMIRNOFF 'Midnight Circus' campaign into the party and nightlife landscape.

This year SMIRNOFF returned as the exclusive vodka and title sponsor of Beach J'Ouvert delivering strong energy and excitement for consumers while patrons enjoyed exclusive vodka, new SMIRNOFF ICE Green Apple and SMIRNOFF MIX specials – Ringmaster, Raging Bull and Midnight Blue. As part of the entertainment, SMIRNOFF created a skybox deck area for hosting consumers as well as a party zone in front of the major SMIRNOFF Bar.

This year, SMIRNOFF used the Carnival season to also launch its brand new initiative 'SMIRNOFF TV.' With thousands of YouTube 'views' SMIRNOFF has trail blazed a new frontier in social media, as every event has been documented and shared with the SMIRNOFF legion via the Facebook page.



[View the Video](#)

## Amazing RELATIONSHIPS

### ROYAL FLUSH: DON JULIO® AND POKERSTARS.NET BET BIG ON COLOMBIA

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

DON JULIO always holds the winning hand in the world of fine tequila thanks to its rich legacy, while online platform Pokerstars.net knows when to hold em' and when to fold em' in the gaming world.

DON JULIO and poker, which both boast fiercely loyal followers, have matched up to create the DON JULIO Poker Tour to position both brands as something more than a card game or drink served best out of a shot glass. For 10 weeks in different locations across Colombia, 10 different hosts welcomed poker enthusiasts to play their hands and enjoy DON JULIO AÑEJO, REPOSADO and BLANCO tequilas. The venues served as the perfect occasions to group good friends with the love of the game that unites them and with an offering of fine tequilas that reflect their unique personalities.



As a result, 10 semifinalists were invited to travel to Mexico to see the La Primavera distillery, with the winning poker enthusiast bound for the Latin American Poker Tour in Medellín, Colombia, that took place this June.

The alliance generated US\$30,000 in earned media by creating awareness that sophisticated venues call for sophisticated tequila, with coverage including lifestyle magazine *Don Juan* as well as Channel NTN24, among others.



[View the Video](#)

## CÎROC® STRIKES A POSE FOR NOTED VENEZUELAN DESIGNER

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

CÎROC knows how to work the camera. Noted Venezuelan fashion designer Liliana Ávila, famed for her handbags, featured this premium vodka in her new INSOMNIA line of accessories. The brand was carefully positioned during photography sessions under the guidance of photographer Fabiana Kulick, who captured the bottle as a status symbol alongside Liliana's products.

Social networks Facebook and Twitter drove the campaign, positioning the brand in view of the designer's 5,500 followers, namely high-income consumers with a keen interest in fashion, trends and lifestyles.

To celebrate the online launch of the new collection, the brand invited Liliana and a group of friends to the El Pingüino bar in Caracas, where all enjoyed this exquisite French vodka served in special cocktails prepared by our very own DIAGEO bartenders.



## Amazing RELATIONSHIPS

### BUCHANAN'S® MASTER SINKS A HOLE IN ONE IN COLOMBIA

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

**BUCHANAN'S MASTER** is perhaps one of the most innovative brands in recent years throughout Colombia. Recently at the El Country Golf Club, one of Bogotá's most exclusive country clubs, the Golf ProAm tournament took place thanks to sponsorship of **BUCHANAN'S MASTER**. The event marked the first time that **BUCHANAN'S** took part in such an event, much to the delight of consumers.

The brand enjoyed good visibility thanks to a team of carefully selected influencers attending both the tournament and an opening party prior to tee time, which meticulously placed this fine Scotch in the eyes of golf fans as well as fine food and drink enthusiasts.

At the opening ceremony, which gathered more than 300 golfers and noted Colombian personalities at this fourth annual golf tournament, renowned singer Fonseca and **BUCHANAN'S MASTER** made the evening a pleasant one for all in attendance. **BUCHANAN'S SPECIAL RESERVE** also appeared on the scene via a special activation taking place at Hole 18, where participants were awarded with their very own bottles of this prized whisky if they sank a hole-in-one.

Tastings and other events were held to position the brand in the eyes of these coveted consumers, including offerings of different cocktails. A total of 150 bottles were sold during the tournament, with drummed up positive coverage of **BUCHANAN'S** role as a sponsor of the 2013 ProAm golf tournament.



### HEAD OF THE CLASS: EXCLUSIVE JOHNNIE WALKER® MENTORING PROGRAM UNDERWAY IN ARGENTINA

By Carolina Martinenghi, Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)



In February, the first edition of the **JOHNNIE WALKER** Mentoring Program took place in Argentina. This exclusive and luxurious gathering provided select consumers with the opportunity to enjoy palate-pleasing learning experiences focused on the world's number one Scotch whisky, allowing all to rediscover its delicate flavor under the guidance of the Spirits Brand Ambassador, Juan Carlos Baucher.

The participants themselves will host this year's Mentoring Programs. The event's intimacy strengthens loyalty to the brand, heightened by a relaxing experience in which colleagues and friends enjoy high-quality Scotch and discover its features, methods of production, history and, of course, the Walker Legacy — the art of the blend.

In Q3, Dario Javier Di Santo, CEO of Emprendimientos del Litoral, hosted the event along with 20 invited guests, including representatives from leading Latin American companies such as Claro, Edenor, Aerolíneas Argentinas, Sibco, Edessa and Empresa Distribuidora de Energía Sur, S.A.

## Amazing RELATIONSHIPS

# DON JULIO® OPENS ITS DOORS TO LATIN AMERICAN & CARIBBEAN MEDIA

By Jorge Espinosa, Dialogue

At the end of January, a group composed of LAC journalists and DIAGEO representatives gathered in the city of Guadalajara, Mexico's second largest city, to delve into the world of DON JULIO tequila and learn about the country's most famous spirit.



Finally, the most-anticipated day of the journey arrived: the visit to the DON JULIO distillery and farm. Upon arrival, guests were lead on a visit through the agave fields, where they learned a great deal of information regarding the distinctive plant, including its history and role in tequila-making, which dates back to pre-Hispanic cultures. The journalists were then introduced to the jimadores, who instructed us how to jimar. Jima is a Nahuatl word that means to harvest. Using a tool called a coa the jimador cuts the stalks to uncover the agave heart, a crucial material in the tequila-making process. Then, guests shared a delicious home-style Mexican meal with the jimadores to reward their efforts.

Hosted by Stuart Kirby, Head of Brand PR, DIAGEO LAC, media in attendance included pan-regional magazines Esquire, Travesías, Complot, Porsche, and Ocean Style, in addition to Ego from Costa Rica and Listín Diario from the Dominican Republic. Guests were received in the Quinta Real, one of Guadalajara's most spectacular hotels and soon set out upon a series of unforgettable experiences.

Activities commenced with an interactive mixology session, in which journalists were divided into teams of four and given the task of creating their own cocktails, under the guidance of Enrique de Colsa, General Director of DON JULIO, and Grisel Vargas, Brand Ambassador for DON JULIO. To cap off the challenge, the winning group won bottles of DON JULIO 70, the world's first Añejo Claro tequila.

That evening, guests were treated to an exquisite dining experience at the Corazón de Alcachofa restaurant, one of the most exclusive and trendy restaurants in Guadalajara, where the chefs prepared special palate-pleasing dishes, perfectly paired with DON JULIO.

The following day, DON JULIO organized a gastronomy class in the kitchens of the Colegio Gastronómico Internacional, one of the most renowned culinary schools in Mexico. Media learned and prepared modern interpretations of classic Mexican dishes that they were soon able to taste themselves for lunch at the school. Later in the day, the group departed for an excursion through Tlaquepaque, the artisanal center of Guadalajara, to discover the incredible art galleries and shop for unique handcrafted souvenirs. In the evening, guests dined on authentic Mexican cuisine at Santo Coyote restaurant.

Following lunch, the group toured the DON JULIO distillery where they learned the detailed process of tequila production. While in the distillery, Enrique de Colsa hosted a tasting session with small plates of ceviche, queso fresco and chicken with mole and chocolate. That evening, the Quinta Real hotel prepared a celebratory farewell dinner to bid adieu to the amazingly enthusiastic group of media who demonstrated much interest in learning about DON JULIO and Mexican culture.

To view the photo galleries,  
please click here:



## Amazing RELATIONSHIPS

### SMIRNOFF® TREATS VENEZUELA TO A LIVELY SEMANA SANTA

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

Semana Santa in Venezuela is one of the most bustling times of the year, as the young travel in droves to the country's hottest and most emblematic of tourist spots — Margarita Island. A slew of brands compete for consumer attention during this time, including body moisturizers, sunblocks, snacks, various refreshments, beach items and, of course, alcoholic beverages, all of whom work overtime to reach target consumers through promotions and special activities.



SMIRNOFF is perhaps the one brand that stands apart from the crowd due to the originality of its activations, and this year proved to be no exception. The brand positioned itself by parking a motorized party trailer on the island's famed Parguito Beach during the day, and at night the trailer hit the local hotspot, Ugly Tuna, complete with cutting-edge electronic music to hit home for consumers.

The SMIRNOFF team hired well-known DJs to rev up the good times aboard the party caravan, including DJ Terán and DJ Cow, who were surprised by the size of the crowds, which, in turn, were packed with partygoers energized by the degree of talent spinning on the turntables.

The SMIRNOFF team further surprised revelers with a performance from pop-rock singer Andrés Lasso, who took the stage at the on-trade Bora Bora. Similar activations took place elsewhere, including a promotion of SMIRNOFF Towers at the Hard Rock Cafe. Along the island's famed beaches, the brand enjoyed added visibility via the distribution of hats, shirts, key chains, coolers, Frisbees, and neoprene liners that kept bottles cool and the brand's image hot.

Semana Santa activations backed by well-crafted online media campaigns helped thrust SMIRNOFF into the spotlight during unforgettable holiday experiences for consumers, both day and night.



[View the Video](#)

### DIAGEO LAUNCHES BLITZ CAMPAIGN TO BEEF UP AWARENESS OF RESERVE BRANDS IN BRAZIL

By Alexandre Rodrigues, Sr. Brand Communications Manager, DIAGEO Brazil

JOHNNIE WALKER® GOLD LABEL RESERVE and famed French vodka CÎROC® rolled out many red carpets across Brazil in the third quarter of FY13 to drum up awareness of DIAGEO's prized Reserve bands.

A Reserve Celebration Platform grouped multiple layers of DIAGEO's key stakeholders, including consumers, media, opinion leaders and other influencers. Q3FY13 put the brands in the right hands at the right places and at the right times. The platform's pillars involved building and strengthening relationships by hosting

unforgettable experiences and second-to-none tastings across the country, often in conjunction with other luxury brands such as Mercedes-Benz, especially in São Paulo, Rio de Janeiro, Brasília and Goiânia. Media partnerships with publications such as *Elle* Magazine, *Glamurama* Portal and *Joyce Pascowith* Magazine resulted in 30,000



people attending DIAGEO events in the quarter, 17,000 signature drinks tasted and US\$1 million in advertising value.

## Amazing RELATIONSHIPS

# PAMPERO® CELEBRATES 75 YEARS OF VENEZUELAN EXCELLENCE

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

In 2013, Venezuela's famed PAMPERO Rum turns 75 years old, and a communications plan to reach media, consumers and opinion leaders to commemorate this milestone, is already underway. The first phase involved arranging media interviews with Rum Master, Luis Figueroa, who recently addressed PAMPERO's attributes, where it stands in the global market, and its importance to Venezuela.

Select journalists covering culinary, marketing and social affairs were invited to experience the rum and convey its message to target audiences, especially those representing media outlets publishing specialty food and drink sections. Among them, *Todo en Domingo*, *A la Carta*, *P&M*, *Etiqueta*, *Cocina y Vino*, *Hola Venezuela* and *Estampas* were represented.

One of the most important messages to convey involved detailing the production stages involved in making this superior rum and making it available across the globe. Thanks to the vision of its creator, Don Alejandro Hernández, protocols were created to establish standards for two-year-old rums aging in oak barrels, which catapulted PAMPERO over other rums produced both inside and outside of Venezuela.



PAMPERO was also the first premium rum born in Venezuela, the product of mixing rums of different ages that resulted in the birth of the acclaimed PAMPERO ANIVERSARIO. During the 1940s, the first exports shipped out to the United States, 40,000 cases that changed the history of Venezuelan rum in the world, forever.

Today, PAMPERO is present in more than 30 countries and has garnered more international accolades than all other Venezuelan rums recognized by the country's industry standards. Recent recognitions include a score of 94 points awarded by the Beverage Testing Institute of Chicago, the highest ever given to a Venezuelan rum, and Double Gold Medals by the San Francisco World Spirits in 2007, 2009 and 2010 as well as gold medals in 2005, 2011 and in 2013.



## DIAGEO STRIKES STRATEGIC ALLIANCE WITH CLUB EMPRESARIAL

By Carolina Martinenghi,  
Corporate & Brand PR Manager,  
DIAGEO WestLAC (South Cone)

Peru's Club Empresarial, an institution that brings together leading executives, directors and owners of the most important companies operating in Peru, recently struck valuable business alliances with ZACAPA® rum and JOHNNIE WALKER® Scotch whisky.

In this renowned club, ZACAPA hosted two mentoring sessions along with two others held for JOHNNIE WALKER during the January-March period of 2013.

These activities opened the doors for DIAGEO and its brands to an institution that brings together a very large concentration of our target consumers, allowing DIAGEO to meet with more than 100 of them. Through a single meeting with DIAGEO, top entrepreneurs gained knowledge of each of our products, enjoyed them thoroughly and had the opportunity to purchase all at special prices. All sides came out as winners in these successful business encounters.

## Amazing RELATIONSHIPS

# LAC JOURNALISTS TRACE THE REMARKABLE STORY OF RON ZACAPA®

By Bronson Soares, Dialogue

In March, a group composed of 10 LAC journalists and DIAGEO representatives gathered in the verdant Guatemalan countryside to be immersed in the ZACAPA experience and discover the homeland and heritage of this superior quality rum.

Hosted by Pablo Naumann, Senior Brand PR Manager, Reserve Brands, DIAGEO LAC, the group consisted of top-tier media, including the regional publications *Ocean Style* and *Travesias*; *Santo Domingo Times* from the Dominican Republic; Colombia's *El Colombiano*; *HighEnd Living* and *Bleu & Black* from Mexico; Peru's *LUHHO* and *Somos*; and *Complot* and *Cocina y Vino* from Venezuela.

The four-day journey commenced in the evening as journalists were treated to a welcome dinner at the Casa Santo Domingo restaurant in Antigua where they received an initial taste of what the next few days had in store.

The following morning, activities started bright and early as media made their way to the ZACAPA aging facility in Quetzaltenango, 7544ft above sea level, affectionately known as "The House Above the Clouds." Journalists were given a presentation on the "Sistema Solera" aging process, based on a Spanish tradition

developed more than 500 years ago to age sherry. Upon completion of the tour and presentation, the group traveled by helicopter to the Tzulá Sugar Mill and Distillery facilities. There they discovered the ingredients that make ZACAPA remarkable in taste and profile – namely the first, concentrated press of sugar cane, known as virgin sugar cane honey. That night media dined at the Panza Verde, one of Guatemala's most acclaimed restaurants.

As it's important to provide journalists with a well-rounded experience that provides context surrounding a brand's home, the next day was centered on giving the guests a taste of what Guatemala has to offer. Following a coffee tour at Finca Filadelfia, the group was taken on a guided tour of Antigua, a designated UNESCO World Heritage site, during which they learned about the city's rich history. To cap off the eventful morning, media were treated to a scrumptious lunch at El Convento.



The final evening of the journey was filled with events, beginning with a presentation by ZACAPA's revered *petate* weavers. Journalists learned of the history and heritage that traces back to the ancient Mayan empire and how these elements continue to influence the craftsmanship of the brand, which is why each bottle is adorned with a *petate* band. Following the presentation, journalists were treated to a delightful rum tasting with Master Blender, Lorena Vásquez, who perfectly highlighted the exceptionally deep aroma, full color and rich palate of ZACAPA rum. In culmination of the entire experience, the group took part in a farewell dinner before saying goodbye and departing to their native countries the following morning.



To view the photo galleries, please click here:



## Enriched COMMUNITIES



### TWO OF A KIND: OLD PARR® AND CARNAVAL TOAST TO BARRANQUILLA

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

Breaking sales records year after year is a tough task, especially for companies vying for consumers' attention at the famed Barranquilla Carnival, which gathers one million people for a week to participate in Colombia's most iconic folkloric celebration.

Last year's Carnival saw tremendous success for OLD PARR, with US\$150,000 generated in earned media. This year, the brand was able to surpass those numbers by closing the event at US\$152,000, thanks to the tireless work put in with media across the region, as well as with friends at on-trade and off-trade points of sale.

Sales increases are also tough to beat, especially those from 2012, which saw volumes jump 31% from the year before. However, this year the brand continued to grow, posting an on-year sale hike of 20% when compared to 2012.

The campaign's slogan for 2013 was "Carnaval Without a Costume is Like a Party Without OLD PARR." The bottle itself donned its very own costume — that of the festive *Marimonda* monkey, a popular Barranquilla character ever present at events such as traveling caravans taking place during the festivities, including the Battle of the Flowers, which kicks off the event on the Saturday before Ash Wednesday, as well as other events, including those honoring the Carnival's queen.

Not only was the party a lively one this year, it was green as well thanks to DIAGEO's

commitment to hosting environmentally friendly festivities via the 'Alianza por la Tierra' campaign that forges strategic partnerships with organizations that help collect bottles for recycling.

DIAGEO and OLD PARR also kept the party safe thanks to initiatives carried out under the 'Guardian Angels' campaign that promotes responsible drinking. Volunteers visited the main festival sites, supermarkets and other locations to remind attendees of the importance of enjoying the Carnival by consuming responsibly.

### BUCHANAN'S® AND GUESTS HONOR NOTED MEXICAN MUSEUM

By Juan Pablo Molinar, PR Assistant, DIAGEO Mexico

BUCHANAN'S recently hosted an extraordinary experience inside the Museum of Memory and Tolerance in downtown Mexico City.



BUCHANAN'S SPECIAL RESERVE gathered an eclectic group of personalities from the arts, theatre, architecture and film industries and offered them a unique experience that promoted the importance of kindness. Some of the guests in attendance included: actors Luis Roberto Guzmán and Karina Gidi, promoter Hugo Van Belle, architect Michel Rojkind, and photographer Ricardo Trabulsi, among others.

After the Museum of Memory and Tolerance closed its doors to general public that day, private guided tours began for BUCHANAN'S guests.

Over cocktails, guests shared their experiences, thoughts and reflections inside the museum's lobby under "Lost Potential," a monumental piece of art created by international artist Jan Hendrix.

Guests enjoyed BUCHANAN'S SPECIAL RESERVE served by Bar Limantour mixologists as well as a vast array of appetizers provided by Grupo Habita.

Sharon Zaga, co-founder and director of the museum, highlighted the evening with a powerful speech on the institution and its mission. Once again, BUCHANAN'S has invited its friends to share in its legacy of philanthropy, this time in the perfect locale that calls for just such generosity.

## Enriched COMMUNITIES

# SOCA LEGEND PARTNERS WITH GUINNESS® FOR 'MADE OF MORE' CAMPAIGN

By Kamal Powell, Brand PR Manager, Jamaica

**What happens when Soca and Irish legends get together? One unforgettable campaign that WestLAC will never forget, that's what happens.**

Trinidadian Soca artist Kerwin Du Bois wrote and recorded the score for the newest edition of the GUINNESS 'Made of More' campaign, which will be used in radio ads airing across the Caribbean.

Dubois, who rallied the crowd at the 2012 Arthur Guinness Day concert in Kingston, Jamaica, brings the campaign's message to life with a perfectly balanced blend of Soca and dancehall harmonies and melodies that highlight the bold and take-charge nature of the GUINNESS consumer.

The GUINNESS 'Made of More' campaign brings to light the strength, boldness and courage that lie within all of us, which really hits home for Kerwin.

GUINNESS launched 'Made of More' in 2012 and has run the campaign alongside other activations such as Arthur Guinness Day, St Patrick's Day and the GUINNESS Street Football Challenge.

**“Step out Bold  
Take control  
Show the world your  
GUINNESS.  
Stand up strong,  
Move along  
You can't go wrong  
with GUINNESS.”**



## DESIGNING WOMEN: NAVARRO CORREAS® AND VOGUE HONOR COLOMBIA'S BEST DRESSED

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

**Embodying feminine beauty both inside and out, the NAVARRO CORREAS SPARKLING bottle served as the perfect canvas in Colombia recently to reflect today's modern woman in a campaign organized by VOGUE magazine — sensuous curves on the outside and complexity and sophistication within.**

At a very special event, NAVARRO CORREAS SPARKLING paid homage to five of Colombia's finest dressed women based on style and creativity, among many other attributes.

These five best-dressed women were recognized at a gala by the magazine as well as their peers in the fashion, entertainment, art

and other industries. Each received a special edition of VOGUE covering Colombian women by Colombian journalists at an event where NAVARRO CORREAS flowed throughout the evening, itself a medium of style, vision, taste, and authenticity. Sponsorship of the event laid the groundwork for fruitful relationships of mutual benefit that will help the brand grow in this valuable market going forward.

## Awards & ACCOLADES

# DIAGEO BRANDS WIN BIG AT THE 2013 SAN FRANCISCO WORLD SPIRITS COMPETITION

By Mitchell Nover, Dialogue

DIAGEO's world-renowned spirits continue to reap world-renowned accolades. Several brands won a total of 46 medals at the 13th annual San Francisco World Spirits Competition last March. Of that total, 27 were either Gold or Double Gold medals.

Those numbers say a lot considering the competition – this year, a record number of entries – 1,407 products from 63 countries – were submitted for evaluation by 34 of the finest palates in the spirits industry.

Among the big winners, JOHNNIE WALKER® BLUE LABEL™, JOHNNIE WALKER® BLACK LABEL™, BUSHMILL'S IRISH WHISKY®, BUSHMILL'S SINGLE MALT IRISH WHISKY®, LAGAVULIN® SINGLE MALT SCOTCH WHISKY, TALISKER® SINGLE MALT SCOTCH WHISKY, BUCHANAN'S RED SEAL®, BUCHANAN'S SPECIAL RESERVE® and DON JULIO® AÑEJO all received Double Gold recognition.

Additionally, JOHNNIE WALKER BLUE LABEL, BUSHMILL'S and LAGAVULIN were named "Best Blended Scotch," "Best Irish Whisky" and "Best Single Malt Scotch – 13 to 19 Years," respectively.

Specifically, DIAGEO priority brands in Latin America & the Caribbean received the following recognition:

### DOUBLE GOLD MEDAL



- BUCHANAN'S SPECIAL RESERVE
- BUCHANAN'S RED SEAL
- DON JULIO AÑEJO
- JOHNNIE WALKER BLUE LABEL
- JOHNNIE WALKER BLACK LABEL

### GOLD MEDAL



- BUCHANAN'S DE LUXE
- HAIG SUPREME 1627
- PAMPERO ANIVERSARIO
- PAMPERO ORO
- CACIQUE AÑEJO
- DON JULIO BLANCO
- DON JULIO ULTRA-AGED AÑEJO
- JOHNNIE WALKER DOUBLE BLACK
- JOHNNIE WALKER RED LABEL

### SILVER MEDAL



- PAMPERO SELECCIÓN 1938
- CACIQUE 500 EXTRA AÑEJO
- YPIOCA OURO
- DON JULIO REPOSADO

### BRONZE MEDAL



- YPIOCA CRISTAL
- BAILEYS HAZLENUT
- DON JULIO 70
- DON JULIO 1492

## Awards & ACCOLADES

### DIAGEO BRANDS RECEIVE HIGH MARKS AT 2013 ULTIMATE SPIRITS CHALLENGE

By Mitchell Nover, Dialogue

DIAGEO received outstanding reviews for its brands at the fourth annual Ultimate Spirits Challenge (USC), held from March 11-15 in New York City. The USC identifies, recognizes and rewards products that show superior quality. Flights of distilled spirits from some of the world's most noteworthy brands were blind tasted and evaluated by an extraordinary panel of highly qualified experts with a total of 17 DIAGEO LAC priority brands claiming accolades, and 10 scoring 90 or more points.



**ULTIMATE SPIRITS CHALLENGE**  
KNOW THE SCORE

For a list of overall USC results, please click here:



#### EXCELLENT

- **HAIG SUPREME® 1627 Scotch Whisky:**  
Score - 94, Highly Recommended, Chairman's Trophy
- **BUCHANAN'S® SPECIAL RESERVE Scotch Whisky:**  
Score - 94, Highly Recommended
- **DON JULIO® BLANCO Tequila:**  
Score - 94, Highly Recommended
- **JOHNNIE WALKER® BLUE LABEL® Scotch Whisky:**  
Score - 93, Highly Recommended
- **PAMPERO® ANIVERSARIO Rum:**  
Score - 93, Highly Recommended
- **JOHNNIE WALKER DOUBLE BLACK:**  
Score - 92, Highly Recommended
- **BUCHANAN'S RED SEAL Scotch Whisky:**  
Score - 92, Highly Recommended
- **BUCHANAN'S MASTER Scotch Whisky:**  
Score - 92, Highly Recommended
- **DON JULIO AÑEJO Tequila:**  
Score - 92, Highly Recommended
- **DON JULIO REAL Tequila:**  
Score - 91, Highly Recommended
- **JOHNNIE WALKER BLACK LABEL®:**  
Score - 90, Highly Recommended

#### VERY GOOD

- **BUCHANAN'S DE LUXE:**  
Score - 89, Strong Recommendation
- **YPIOCA® CRYSTAL Cachaça:**  
Score - 89, Very Good, Strong Recommendation
- **ZACAPA® 23 Rum:**  
Score - 89, Very Good, Strong Recommendation
- **DON JULIO REPOSADO Tequila:**  
Score - 88, Very Good, Strong Recommendation
- **DON JULIO 1942 Tequila:**  
Score - 86, Very Good, Strong Recommendation

#### GOOD

- **YPIOCA OURO Cachaça:**  
Score - 84, Good, Recommended

## Awards & ACCOLADES

# AMERICAN RED CROSS HONORS LORENA VÁSQUEZ WITH INAUGURAL GLOBAL PIONEER AWARD

By Bronson Soares, Dialogue

On March 5th, ZACAPA® Master Blender, Lorena Vásquez, was presented with the Global Pioneer Award by the American Red Cross during the 20th Annual Sarah Hopkins Woodruff Spectrum Awards Luncheon at the Hotel InterContinental in downtown Miami. The Spectrum Awards honor women who serve as exceptional examples of the humanitarian principles of the American Red Cross: humanity, impartiality, independence, unity, neutrality, and voluntary service.



Lorena and ZACAPA, have been active in the local Guatemalan community for more than 30 years. Since the brand's inception, women have played an integral part of the brand, which makes a diligent effort to continually support and integrate Guatemala's indigenous women through initiatives such as the weaving of the *petate* leaf wreath that adorns every ZACAPA bottle.

The evening prior to the luncheon, Lorena served as the honorary host of a ZACAPA Cocktail Reception at the historic Biltmore Hotel in Coral Gables. The incredibly successful event brought together past and present Red Cross Spectrum Award winners and guests for an exclusive ZACAPA 23 tasting session led by Lorena. The highlight of the evening was the announcement of Lorena being the inaugural recipient of the Global Pioneer Award.



To view the event photos, please click here:

Awards & ACCOLADES

POPULAR BUCHANAN'S® CAMPAIGN WINS BIG AT SABRE AWARDS

By Mitchell Nover, Dialogue

The popular BUCHANAN'S 'Share Yourself' campaign recently received a Silver SABRE Certificate of Excellence in the Press Kit category. The SABRE Awards honor excellence in public relations by recognizing PR campaigns that demonstrate the highest levels of creativity, integrity and effectiveness. Winning a SABRE Award really is an honor, as these recognitions are considered to be one of the most respected awards in the industry.

The BUCHANAN'S 'Share Yourself' campaign invited volunteers to donate four hours of their time participating in urban improvement projects such as rebuilding educational facilities in marginal areas in exchange for exclusive and free access to concerts, with headline acts including Maroon 5 and The Smashing Pumpkins.



DIAGEO ANNOUNCES NEW PROMOTION IN JAMAICA PR TEAM

By Stuart Kirby, Regional Head of Communications, DIAGEO LAC



It is my distinguished pleasure to make the following announcements that will create a substantive impact to our Brand PR community.

Effective immediately, with Levaughn Flynn's recent promotion to the role of Brand PR Manager, West LAC - CCA, Kamal Powell has been promoted to Brand PR Manager, Jamaica, from his previous role as Assistant Brand Manager - Spirits.

"Being appointed to the Role of Brand PR Manager Jamaica has been a great experience for me. For many years, I have possessed great passion for public relations and this opportunity has really been a dream come true. It is my endeavor to continue to build on the good foundation that I have inherited and drive to increase the value of earn PR while delivering cutting edge media activations for our brands," said Kamal.

## Competitive OVERVIEW

### NEWS

BACARDI Limited has acquired ST-GERMAIN, the super-premium elderflower liqueur, enhancing its portfolio with ST-GERMAIN's flavor, reminiscent of tropical fruits, pear and citrus with a hint of honeysuckle that has quickly become a favorite of bartenders and top mixologists. ST-GERMAIN is a hand-crafted artisanal French liqueur made from 100% fresh, hand-selected elderflowers that blossom in Europe once a year, during a four-to-six week period in late spring. ST-GERMAIN has received an extraordinary number of prestigious industry awards, including the 2012 International High Quality Trophy by Monde Selection®, with six consecutive years of Grand Gold Awards, and a 2012 Finalist/Excellent Highly Recommended at the Ultimate Spirits Challenge®.

GREY GOOSE organized an exclusive Oscar Awards viewing party in the Dominican Republic at the trendy M Kitchen restaurant. Guests were treated to a live viewing, via satellite, of the Oscars and red carpet entrances while sipping on five drinks created for the event that were inspired by movies up for the "Picture of the Year" category.

SOMETHING SPECIAL grew 12% in the Colombian market over the last fiscal year. The brand attributes much of that growth to the campaigns they have executed in the market which account for 25% of their annual budget.

Dominican recording artists, Pavel Núñez and Héctor Aníbal hosted CHIVAS REGAL's "CHIVAS Real Friends Party" in January in the Dominican Republic. The party was targeted towards CHIVAS' young-adult consumer base and reaffirms the key message of "la verdadera riqueza se mide en amistad" (real wealth is measured by friendship).

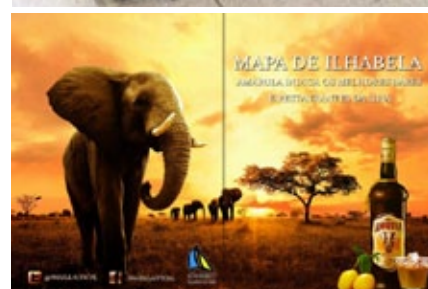
PERNOD RICARD partnered with Grupo Básicos to design their new retail display concept. The display is designed to highlight the quality and prestige of the brand. The display features a black lacquered shelf with golden bordering, LED lighting and embedded 19" screens that play the brand's latest commercial.

AMARULA launched its "AMARULA Sunset" campaign in Brazil where it partnered with 40 hotels and numerous restaurants in the Ilhabela region of São Paulo, a popular resort town frequented during the summer months. Participating hotels provided an AMARULA Fashion, as a welcome drink for each of their guests, as well as an AMARULA branded map in their rooms that highlighted bars in the area that featured special AMARULA drinks.

ABSOLUT Elyx opened their 2013 promotional activities with the sponsorship of the 2013 Vogue Brazil Ball at the Unique Hotel in São Paulo. ABSOLUT Elyx will be the official beverage of the event. The ball brings together close to 2,000 fashion elite, socialites and celebrities. Participation in the event is part of Elyx's selective publicity calendar that focuses on proprietary events and key partnerships.

CHIVAS REGAL launched their new CHIVAS REGAL 12 Year Old Night Magnum in the Dominican Republic. The Night Magnum is designed to tap into premium and VIP on-trade venues by becoming part of occasions that are typically owned by premium white spirits and Champagnes. The eye-catching 1.5 litre Night Magnum has a metallic finish and a burgundy CHIVAS REGAL emblem.

ABSOLUT hosted a VIP area at the Movistar Summer Festival in Punta del Este. Guests sipped on cocktails in the exclusive ABSOLUT VIP area to the electronic sounds of Steve Angello, Luciano and Hernán Cattáneo.



## Competitive OVERVIEW

BOMBAY SAPPHIRE appointed experienced distiller Nik Fordham in the position of Master Distiller. Nik will oversee production for the brand and will lead its unique distillation process at the BOMBAY SAPPHIRE Distillery in Laverstoke Mill, Hampshire, England, due to open later this year. In addition to crafting the iconic gin and managing its production team, he will be responsible for the quality assurance for BOMBAY SAPPHIRE gin, meeting the exacting standards of the brand's well-known flavor profile and consistent quality in each bottle.

### CAMPAIGNS

Gael Garcia Bernal and Diego Luna, founders of Canana Films, teamed up with CHIVAS REGAL for a special publicity campaign. Together, both production companies worked to produce two short films about modern male friendship, the first of which was released in January 2013, followed by the second in early February. Gael Garcia Bernal and Diego Luna teamed up to direct the two short films. The Mexican actors have been friends since both starring in 'Y tu mamá también' in 2001, but never worked on the same project behind the camera until now.

CHIVAS continues to celebrate real-life friendships with the 'We Go Way Back' photo competition, held from the 18th February through to 24th March 2013, that asked fans to upload pictures of themselves and their best friend, that demonstrated true moments of friendship and shared memories. A gallery showcasing entries was posted on Facebook where people could vote for their favorite submissions. Two friends won an all-expenses-paid trip to the legendary Cannes Film Festival, of which CHIVAS REGAL is an official sponsor.



[View the Video](#)

JACK DANIEL'S continued to emphasize the artisanal quality of its whisky with its latest promotional effort titled, "The Whiskey Drum." The promotional video takes a look at the painstaking process of deconstructing a JACK DANIEL'S Tennessee Whiskey barrel and crafting it into a well-designed and functional snare drum. Consumers can enter to win the drum on the JACK DANIEL'S website.

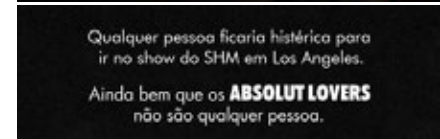
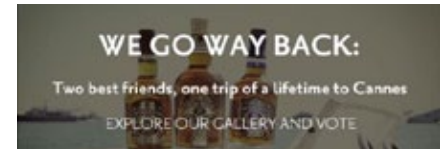
ABSOLUT Vodka launched a campaign entitled "One Picture, One Moment, One Last Tour" in Brazil. The campaign was centered around a contest in which participants access the ABSOLUT fan page and send a picture that illustrates the passion amongst their group of friends. The winner of the contest will receive an all-expense paid trip to Los Angeles for Swedish House Mafia's concert.



[View the Video](#)

JACK DANIEL'S Tennessee whiskey celebrated its place in rock and roll history with the launch of a new global campaign called "Legend." Using historic footage, actual concert flyers, ticket stubs, bathroom graffiti and the work of legendary rock photographer, Danny Clinch, the campaign will pay homage to JACK DANIEL'S and the role it played during this time period. Frank Sinatra, Bad Brains, Joey Ramone, Freddie King and Mudhoney, among others, all paint a vivid picture of music history. The video and campaign will be rolling out on the brand's official website, as well as on TV, YouTube and Facebook.

JAMESON, in partnership with Brazilian radio station Kiss FM, launched a contest that awarded one lucky winner an all-expense paid five-day trip to Dublin, Ireland to celebrate Saint Patrick's Festival. To participate in the contest, participants accessed kissfm.com and answered the question "Why do you deserve to celebrate St. Patrick's Day with JAMESON and Kiss FM in Ireland?" The prize included a tour of Dublin, entrance to St. Patrick's Day events and activities, transport, meals, and accommodations.





## Competitive OVERVIEW

GREY GOOSE, in partnership with Licores Mundiales, launched a new promotional contest in Venezuela. Each customer that purchased a 750 ml bottle of GREY GOOSE would receive an entry ticket that is automatically generated with their sales receipt. The contest winner was announced on April 27th with the winner taking home a Cartier Tank Francaise watch.



## SPECIAL EDITIONS / NEW FLAVORS / PACKAGING

BACARDI launched its ARCTIC GRAPE flavor in Argentina. BACARDI ARCTIC GRAPE takes the familiar taste of white grape and adds a contemporary twist by exploring the mixable qualities of the lingonberry. As the first white grape-infused rum on the market, BACARDI ARCTIC GRAPE has a distinguished taste that can be enjoyed alone or in a variety of cocktails.



AMARULA partnered with Brazilian confectioner, Kopenhagen, to offer a special-edition Easter gift package to be sold in Kopenhagen stores throughout the country during the holiday season. The kit includes Kopenhagen chocolate eggs, chocolate shot glasses and a miniature bottle of AMARULA.



CHIVAS REGAL 18 has highlighted its luxury credentials with the launch of CHIVAS REGAL 18 by Pininfarina, a series of exclusive limited edition gift packages created in collaboration with the prestigious Italian design company. Each limited edition package features a bottle of CHIVAS REGAL 18 that captures Pininfarina's design cues on the metalized crest, while its logo is emblazoned on the capsule and neck wrap. The design has a rich blue, metallic finish outer case, reminiscent of the metal work for which the Italian company is best known, and a wood veneer that represents the oak casks used in the ageing of CHIVAS REGAL 18.



As part of St Patrick's Day celebrations, JAMESON hosted a series of events throughout the world and launched a special limited edition bottle as part of the St. Patrick's "Live" campaign. JAMESON hosted festivities in Dublin, Prague, Buenos Aires, Mumbai and Stockholm throughout March and on St Patrick's Day (17 March). Its design replicates the black bar mirror, which has been used in many traditional pubs in Ireland.



ABSOLUT Vodka teamed up with Loren Cronk, a denim fashion designer for a new collaboration that celebrates the iconic fabric. The denim bottle sheath is lined with a high-tech shield that has supreme cold preserving capacity. Also incorporated is a QR code which, when captured with a Smartphone, takes consumers to a website devoted to cocktail recipes called ABSOLUT Drinkspiration.

## CSR

PERNOD RICARD Argentina launched an unprecedented initiative in Argentina to discourage alcohol consumption during pregnancy. The company seeks to educate consumers on the health effects of alcohol consumption during pregnancy (which are not sufficiently known), and encourage the industry to cooperate in reducing the consequences of alcohol abuse. The logo, which already appears on the labels of some products of PERNOD RICARD Argentina and will be phased in gradually to the rest of the portfolio, is part of the effort to help increase awareness of Fetal Alcohol Syndrome (FAS).



## Competitive OVERVIEW

BACARDI Limited launches a new international free prize draw competition to meet its Global Social Responsibility Ambassador Rafael 'Rafa' Nadal as part of the award-winning "Champions Drink Responsibly" social responsibility campaign. Fans who successfully answer three questions relating to responsible drinking behavior will go into a free prize draw to win a trip to "The Champions' Party." In July, the lucky winner got to meet Rafa Nadal face-to-face in Spain during this unforgettable VIP weekend.

As part of their ongoing environmental initiatives, GRAFFIGNA introduced their new "liviana" (light) bottles across the entire Centenario product line. With this new ecologically friendly bottle, GRAFFIGNA was able to reduce their carbon emissions from 580 grams to 410 grams.

### SPONSORSHIP

ABSOLUT Vodka partnered with Swedish House Mafia once more in support of the band's last global tour, "One Last Tour," which visited Mexico in February. The sponsorship, which ran from November until March 2013, aligns with Swedish House Mafia's track and music video, "Greyhound," created exclusively for the ABSOLUT Vodka brand as a kick-off to last year's initial partnership. ABSOLUT will support the tour with a variety of promotional activities - from advertising and digital activation to exclusive in-venue/on-site consumer experiences. The band will also perform Greyhound, the smash hit track created exclusively for ABSOLUT.

### HOLIDAYS

RON MONTILLA launched a special-edition packing for Carnival Northeastern Brazil. PERNOD RICARD Brazil focused on this specific region of Brazil as it constitutes the largest percentage of their sales in the country with 29%. The design is also meant to target the growing C class in the region. The bottles were covered with traditional folkloric images and characters.

### INNOVATION






























GRAFFIGNA has teamed up with Austrian glass maker Riedel Crystal to develop a wine glass for Argentina's famous grape variety, Malbec. Once selected, the glass will be officially revealed in April 2013 as part of Malbec World Day celebrations.

### DIGITAL / SOCIAL MEDIA

BACARDI BIG APPLE launched a new digital campaign via Facebook. The campaign titled, "Big Esquenta" (Big Pre-Party) focused on a competition application that rewarded players for completing certain tasks with the ultimate prize being a fully-sponsored party hosted by BACARDI BIG APPLE for the person that attains the most number of friends.



## Competitive ANALYSIS

			PLACEMENTS	IMPRESSIONS	AD VALUE USD	SHARE OF VOICE
WHISKY	JOHNNIE WALKER®		440	108,417,158	\$538,255	46%
	BUCHANAN'S®		73	18,747,064	\$63,147	8%
	J&B®		48	20,500,260	\$59,532	5%
	OLD PARR®		30	7,868,168	\$28,923	3%
	CHIVAS®		180	47,963,400	\$197,819	19%
	SOMETHING SPECIAL®		6	1,160,000	\$339	1%
	BALLANTINES®		6	2,044,000	\$1,737	1%
	DEWAR'S®		9	2,648,000	\$13,287	1%
	JACK DANIELS®		117	34,787,152	\$194,165	12%
	JAMESON®		44	21,029,936	\$70,727	5%
RUM	CAPTAIN MORGAN®		43	12,379,000	\$31,203	11%
	BACARDI®		257	63,479,436	\$243,170	65%
	CACIQUE®		12	2,958,000	\$19,031	3%
	PAMPERO®		15	3,764,000	\$21,601	4%
	HAVANA CLUB®		66	20,225,016	\$93,216	17%
VODKA	SMIRNOFF®		309	80,007,610	\$307,245	70%
	ABSOLUT®		133	34,656,172	\$180,791	30%
RESERVE	JW BLUE LABEL®		40	9,314,000	\$33,598	9%
	BUCHANAN'S RED SEAL®		30	8,513,696	\$30,911	7%
	ROYAL SALUTE®		18	8,246,820	\$88,348	4%
	CHIVAS 18®		10	3,112,276	\$7,919	2%
	CÎROC®		77	14,273,580	\$57,480	17%
	KETEL ONE®		57	14,783,576	\$51,696	13%
	GREY GOOSE®		83	20,274,744	\$93,216	19%
	DON JULIO®		29	7,097,684	\$22,933	7%
	PATRON®		73	17,461,014	\$63,012	16%
	ZACAPA®		29	7,212,000	\$27,739	7%
LIQUEURS	BAILEYS®		81	26,079,916	\$42,944	47%
	NUVO®		11	3,296,000	\$6,364	6%
	AMARULA®		82	20,000,828	\$167,621	47%

# Competitive ANALYSIS

		Argentina	Brazil	Chile	Colombia	Costa Rica	Jamaica	Mexico	Paraguay	Peru	Regional	Dom Rep	Trinidad & Tobago	Uruguay	Venezuela
WHISKY	JOHNNIE WALKER®	17%	59%	3%	3%	2%	0	8%	0	2%	0	0	1%	1%	4%
	BUCHANAN'S®	3%	19%	0	21%	3%	0	37%	0	3%	0	5%	1%	0	8%
	J&B®	67%	8%	4%	0	10%	0	2%	0	2%	0	0	0	0	6%
	OLD PARR®	7%	3%	0	77%	0	0	3%	0	3%	0	0	0	0	7%
	CHIVAS®	21%	7%	7%	7%	2%	0	33%	1%	2%	1%	12%	1%	1%	6%
	SOMETHING SPECIAL®	17%	0	0	33%	33%	0	0	0	0	0	17%	0	0	0
	BALLANTINES®	0	67%	0	0	0	0	33%	0	0	0	0	0	0	0
	DEWAR'S®	0	0	11%	0	0	0	0	0	0	0	11%	0	0	78%
	JACK DANIELS®	27%	35%	6%	3%	3%	0	23%	0	1%	0	1%	0	1%	0
	JAMESON®	57%	14%	14%	2%	0	0	7%	0	0	0	0	0	2%	5%
RUM	CAPTAIN MORGAN®	53%	2%	0	0	5%	0	23%	0	9%	0	2%	0	0	5%
	BACARDI®	29%	31%	4%	2%	1%	0	19%	0	1%	0	5%	0	0	7%
	CACIQUE®	33%	0	8%	0	8%	0	0	0	0	0	0	0	0	50%
	PAMPERO®	33%	0	0	0	0	0	0	0	7%	0	0	0	0	60%
	HAVANA CLUB®	42%	8%	11%	6%	0	0	18%	0	8%	0	0	0	0	8%
VODKA	SMIRNOFF®	21%	65%	1%	3%	1%	3%	3%	0	2%	0	0	0	1%	1%
	ABSOLUT®	26%	32%	4%	0	1%	0	31%	0	0	0	4%	0	2%	2%
RESERVE	JW BLUE LABEL®	25%	28%	3%	15%	3%	3%	8%	0	10%	0	3%	0	0	5%
	BUCHANAN'S R S®	3%	30%	0	27%	0	0	37%	0	0	0	3%	0	0	0
	ROYAL SALUTE®	72%	6%	11%	0	0	0	0	0	0	0	11%	0	0	0
	CHIVAS 18®	10%	0	10%	20%	0	0	10%	10%	0	0	0	0	10%	30%
	CÎROC®	10%	57%	1%	1%	1%	4%	10%	0	3%	0	3%	3%	0	6%
	KETEL ONE®	25%	25%	4%	11%	2%	0	19%	0	4%	0	4%	4%	0	5%
	GREY GOOSE®	24%	20%	5%	6%	2%	0	23%	1%	0	1%	7%	1%	1%	7%
	DON JULIO®	17%	3%	3%	14%	10%	0	34%	0	3%	0	3%	7%	0	3%
	PATRON®	19%	0	0	11%	1%	0	52%	0	1%	3%	0	1%	0	11%
	ZACAPA®	45%	3%	0	14%	7%	0	0	0	3%	0	3%	0	0	24%
LIQUEURS	BAILEYS®	20%	32%	5%	5%	6%	1%	17%	0	10%	0	1%	0	0	2%
	NUVO®	9%	0	0	0	0	0	18%	0	9%	0	0	0	18%	45%
	AMARULA®	11%	85%	0	0	0	0	1%	0	0	0	0	0	0	2%

Top PLACEMENTS

**Metronews**  
Johnnie Walker faz concurso para embalagem

Uma promoção que vai além da embalagem... Johnnie Walker faz concurso para embalagem... Para a marca de bebidas produzidas em Escócia, o desafio é criar uma embalagem que seja funcional e sustentável...

**Literatura e artes estão em destaque**

Para a parte visual da embalagem, Johnnie Walker lançou um concurso para designers de todo o mundo... O vencedor será responsável por criar a nova embalagem da marca...

**Tras los pasos del whisky**

Campos verdes, neblina en la mañana, una capital con aire medieval y muchas barricas con uno de los más deliciosos elixires del mundo. **Tras los pasos** son algunas imágenes de Escocia que se confirman tan pronto pisas este suelo gallico.

PARA Apreciar un Whisky que significa Agua de Vida en Escocia, disfrútalo de 1918. Q uien sabe que puede disfrutar de un whisky que significa Agua de Vida en Escocia, disfrútalo de 1918. Quien sabe que puede disfrutar de un whisky que significa Agua de Vida en Escocia, disfrútalo de 1918.

TRAS LOS PASOS DEL WHISKY  
Imagen  
Puerto Rico

JOHNNIE WALKER FAZ CONCURSO PARA EMBALAGEM  
Metronews  
Brazil

EL TEQUILA DE LOS REYES  
Cas Galeria  
Costa Rica

**EL TEQUILA DE LOS REYES**  
THE KING'S TEQUILA

La búsqueda de la más perfecta armonía, la extracción de los mejores sabores, el destilado de los mejores agaves, el envejecimiento en barricas de roble, el filtrado y el embotellado en botellas de vidrio de alta calidad. El resultado es un tequila que significa Agua de Vida en Escocia, disfrútalo de 1918.

www.tequiladelosreyes.com

**de interés en boca de todos**

**Espiritu Escocés**

EL WHISKY ES UNO DE LOS SÍMBOLOS DE ESCOCIA Y A LOS ESCOCÉSES SE LES HINCHA EL CORAZÓN AL HABLAR DE ESTE ELIXIR DE RENDIMIENTO MUNDIAL. CONOCE CÓMO SE HACE ESTA ESPRITOSA BEBIDA.

La razón es que está ligada a las tradiciones de cada uno... El whisky es uno de los símbolos de Escocia y a los escoceses se les hincha el corazón al hablar de este elixir de rendimiento mundial. Conoce cómo se hace esta espíritosa bebida.

**El Scotch Whisky Experience**

Si se gusta el whisky, no puedes pasar por ahí. The Scotch Whisky Experience, un Edificio de 10 pisos, es el hogar de la historia y el desarrollo del whisky escocés y ofrece una experiencia única para complementar la experiencia de beber whisky. Además, se encuentra la mejor colección de whiskies en el mundo. The Scotch Whisky Experience.

**IAN WILLIAMS: PERFIL DE GERENTE P&M**  
Venezuela

El Sr. Williams es un profesional con más de 20 años de experiencia en el sector de bebidas... Ha liderado equipos de alto nivel y ha sido responsable de la expansión de la marca en nuevos mercados. Su experiencia abarca desde la gestión de operaciones hasta la estrategia de marketing y ventas.

ESPÍRITU ESCOCÉS  
Vivir Al Máximo  
Puerto Rico

IAN WILLIAMS: PERFIL DE GERENTE P&M  
Venezuela

Top PLACEMENTS



ESCOCIA A TRAVÉS DEL MUNDO DIAGEO  
P&M  
Venezuela

EL SEGMENTO PRÉMIUM IMPULSA  
EL CRECIMIENTO DEL MERCADO  
DEL VODKA  
Club Darwin  
Mexico

**GLOBO**  
Negócios & Cia  
FLÁVIA OLIVEIRA

**BRASIL NA CAIXA**  
Una aglio no Facebook vai escolher três embalagens do uísque Johnnie Walker dedicadas ao Brasil. Será a P homenagem da marca a um país. Até 14 de fevereiro, intermarutas votaria em imagens e frases do pais e escritores brasileiros. Pedro Lube concorre com a foto "Guamabara".

BRASIL NA CAIXA  
GLOBO  
Brazil

**LA VIDA**  
+06 TURISMO  
EL VALLE: CAPITAL DEL AMBAR EN EL CARIBE Y ATRACTIVO DE RIO

**MÁS QUE FUENTE DE EMPLEO**  
ESTOS CAMPOS SON UN ATRACTIVO TURÍSTICO

**BRASIL NA CAIXA**  
Una aglio no Facebook vai escolher três embalagens do uísque Johnnie Walker dedicadas ao Brasil. Será a P homenagem da marca a um país. Até 14 de fevereiro, intermarutas votaria em imagens e frases do pais e escritores brasileiros. Pedro Lube concorre com a foto "Guamabara".

**Ruta Don Julio por el estado del tequila**  
SOLO EN ESA REGIÓN PUEDE SEMBRARSE Y PRODUCIRSE ESTE DESTILADO

El estado de Jalisco es el único en México que produce y destila tequila. Este líquido alcohólico es el resultado de la fermentación y destilación de la caña de azúcar. El proceso de producción es complejo y requiere de conocimientos especializados. El estado de Jalisco es el único en México que produce y destila tequila. Este líquido alcohólico es el resultado de la fermentación y destilación de la caña de azúcar. El proceso de producción es complejo y requiere de conocimientos especializados.

RUTA DON JULIO POR EL  
ESTADO DEL TEQUILA  
Listín Diario  
Dominican Republic

**¿Gripe? Antigrip-F**  
**¿Menstruación? Cadames**  
**¿Higiene Intima Femenina? Vagiflor**

**El segmento premium impulsa el crecimiento del mercado del vodka**

En términos de valor Diageo y Pernod Ricard son los fabricantes de vodka más importantes del mundo. Los vodkas de alta gama de Pernod Ricard carecen de la importancia necesaria para competir con los de Diageo en un momento en el que el valor de esta bebida alcohólica en el mercado crece sin parar, según el gabinete de análisis Sanford Bernstein.

Viernes, Enero 18, 2013

Mientras que a nivel global Diageo tiene una cuota de mercado del 15%, la de Pernod Ricard es del 8%.

**Artículos Relacionados:**  
• Ventas de vodka con sabor aumentan 23%  
• Excluir fusión vodka, bambúes y vino clásico  
• Último Vodka a la conquista de los trabajadores

Según Sanford Bernstein, Smirnoff se enfrentará a una fuerte competencia en el segmento del consumo masivo porque en el aparaten nuevos productos aprovechando que las báteras de entrada son menores.

Sanford Bernstein prevé que Smirnoff siga creciendo en Latinoamérica.

**El segmento de gama alta se fortalece**  
Pernod Ricard cuenta con un portafolio de vodkas de alta gama más fuerte que el de Diageo pero no tiene una marca lo suficientemente fuerte que pueda rivalizar con las marcas Ketel One y Ciro.

El segmento de las vodkas de alta gama se beneficiará de la tendencia hacia la "premiumización" de la categoría, cuyo valor viene creciendo desde hace diez años.

Las perspectivas para el vodka siguen siendo positivas desde el punto de vista de crecimiento de la categoría, sobre todo en los mercados emergentes donde las mujeres cada vez ganan más importancia como compradoras y consumidoras de alcohol.

Sanford Bernstein recordó que entre las bebidas alcohólicas el vodka sigue siendo la mayor categoría en términos tanto de volumen como de valor.

A nivel global la categoría del vodka representó en 2011 el 19% del volumen de ventas y el 17% de la facturación de la industria de las bebidas alcohólicas.

El 73% del consumo de vodka se concentra en los países de Europa Central y del Este.

Mientras que las marcas premium provenientes de Rusia y Finlandia se afianzan a pesar de su crecimiento continuado siendo relativamente plano, debido a la presión ejercida por éstas las de gama media y baja que son fabricadas en los países de Europa Central y del Este seguirán perdiendo cuota de mercado.

Top PLACEMENTS



## LA RUTA DEL TEQUILA

*Beba del México más puro*

*Los caminos de aguas cristalinas de los cerros de México que recorren la gran familia de los agaves*

Por *Marcelo C. Herrera* / *www.fox.com*

**A** un paso de la zona de producción de los mejores agaves de México, en un rincón de la zona de producción de los mejores agaves de México, en un rincón de la zona de producción de los mejores agaves de México...

LA RUTA DEL TEQUILA  
EGO  
Costa Rica

# MIXÓLOGOS

# MIXOLOGISTS

BETWEEN SCIENCE AND MAGIC

POR / BY *DIAN ADELARDO CARLES ROSAS*  
FOTOS / PHOTOS: *MARK TOMARAK / CORTESIA DIAGO*

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Un arte joven que quizá pocos conozcan, pero todos disfrutan. *Panorama de las Américas* aprovecha un encuentro de los mejores mixólogos del mundo en Rio de Janeiro, para divulgar un poco del pasado, presente y futuro de esta glamorosa profesión.

MIXÓLOGOS ENTRE CIENCIA Y MAGIA  
Panorama de las Américas  
Pan-Regional

DIAGEO RESERVE WORLD CLASS  
BARTENDER OF THE YEAR  
ANNOUNCES GLOBAL FINAL  
LOCATION  
ocenastylemagazine.com  
Pan-Regional

**OCEAN STYLE**

HOME NEWS FASHION + BEAUTY TRAVEL + HOME FOOD + DRINK PEOPLE + PARTIES

CONNECT TO OCEAN STYLE

**DIADEO RESERVE WORLD CLASS BARTENDER OF THE YEAR ANNOUNCES GLOBAL FINAL LOCATION**

The competition has been announced to support the spirit of the event...

**COOLO BREZIO**  
Lombardi Real Estate

**Villa For Rent**

**LAND FOR SALE**

**BEAUTIFUL JAMAICA**

**Find Us on Facebook**

## MetróNews

### Japão dá direito a drinque no Traço de União

Estas vendas com adreço que importa ao Japão dá direito a um drinque grátis feito de saquê, heij, dai shi in gi, no Pão-Carnaval do Traço de União, na Rua Claudio Soares, 75, Paulistas (1910-5063). A especial custa R\$ 20 (três) e R\$ 25 (dois).

Exclusivamente para a festa foi criado o *Juan Arlequim* pela

saquê, serradilha Yuzuru Yoshida em parceria com o laudado e gastrônomo Rodrigo Soares, o *Bob*. Erva saquê, maracujá, abacaxi, açúcar e vem acompanhado com uma coque especial em um tipo de abacaxi, Cachaça R\$ 10.

No passo a passo para fazer o drinque, em uma coqueleira são colocadas duas "colheres de chá" de açúcar e abacaxi, que são moídas e espessadas. Acrescenta-se gelo, 30 ml de peço do maracujá e 10 ml de saquê. Em seguida, a ordem é lavar e coar em peneira fina, transferir para o copo longo, que já deverá estar com muito gelo bem quebrado.

**Para garantir validade com adreço que remeta ao Japão**

**Juan Arlequim** - Drinque criado pelo saquê serradilha Yuzuru e o bartender e gastrônomo Rodrigo Soares

JAPÃO DÁ DIREITO A DRINQUE  
NO TRAÇO DE UNIÃO  
Metró News  
Brazil

LOCAL, COCINA DE LA VANGUARDIA  
EN BUENOS AIRES  
HC Gourmet  
Paraguay

**Local, cocina de la vanguardia en Buenos Aires**

HC Gourmet

Paraguay

## Quantity - Quality MARKET SUMMARY

	PLACEMENTS	IMPRESSIONS	GBP
MEXICO	127	93,402,482	£596,473
NORTH LAC	549	170,601,833	£462,437
Jamaica	292	59,273,800	£106,181
Puerto Rico	170	61,782,324	£298,708
Dominican Republic	70	46,128,948	£34,762
Costa Rica	17	3,416,761	£22,786
ANDEAN	469	384,746,919	£809,326
Colombia	309	209,372,040	£408,152
Venezuela	160	175,374,879	£401,173
PUB	1,076	674,331,830	£6,680,174
Brazil	1,076	674,331,830	£6,680,174
SOUTH LAC	515	191,781,946	£903,968
Argentina	343	162,339,785	£668,147
Chile	132	24,273,646	£151,651
Perú	40	5,168,515	£84,169
PAN-REGIONAL	13	3,504,743	£201,755

	PLACEMENTS	IMPRESSIONS	GBP
Q3 TOTALS	2,749	1,518,369,753	£9,654,133



## Quantity - Quality MARKET SUMMARY

	FY13 KPIS	Q1	Q2	Q3	TOTALS
PLACEMENTS	10,000	2,986	3,665	2,749	9,400
IMPRESSIONS	4B	1,362,425,586	2,435,473,592	1,518,369,753	5,316,268,931
ROI	£20M	£12,707,364	£12,622,637	£9,654,133	£34,984,134

# Quantity - Quality MARKET SUMMARY

## BREAKDOWN OF COVERAGE BY CATEGORY:

BEER / STOUT	13%
CACHAÇA	4%
DIAGEO NEWS	7%
GIN	1%
LIQUEUR	3%
RTD	3%
RUM	7%
SAKE	2%
SCOTCH WHISKY	29%
TEQUILA	1%
VODKA	12%
WINE	6%
MULTI	6%
OTHER	4%

## BREAKDOWN OF COVERAGE BY BRAND:

BAILEYS	1%
BUCHANAN'S	3%
CAPTAIN MORGAN	1%
CIROC	2%
DIAGEO	7%
GUINNESS	4%
JOHNNIE WALKER	20%
J&B	2%
KETEL ONE	2%
NUVO	2%
PAMPERO	2%
RED STRIPE	8%
SMIRNOFF	11%
ZACAPA	4%
MULTI	6%
WORLD CLASS	1%
OTHER	24%

Relevant **FACTS**

**17** **DIAGEO LAC**  
 priority brands claimed accolades  
 at the 2013 Ultimate Spirits Challenge



**57,000**  
**votes**  
 on Facebook for JOHNNIE WALKER®  
 new packaging design in Brazil.



ZACAPA® Master Blender,  
 Lorena Vásquez, **FIRST**  
 recipient of the Red Cross  
 Global Pioneer Award



**12** finalists selected  
 at the NUVO®  
 Fashion Design  
 Competition  
 in Mexico



**Grand**  
**Old Parr**  
 OLD PARR® posted a  
**20%**  
 on-year sale hike in Colombia



**46**  
**medals won**

by DIAGEO brands at the 2013  
 San Francisco World Spirits Competition



**75th**  
**Anniversary**  
 of PAMPERO® in Venezuela



ZACAPA® hosted journalists  
**7544 ft**  
 above sea level