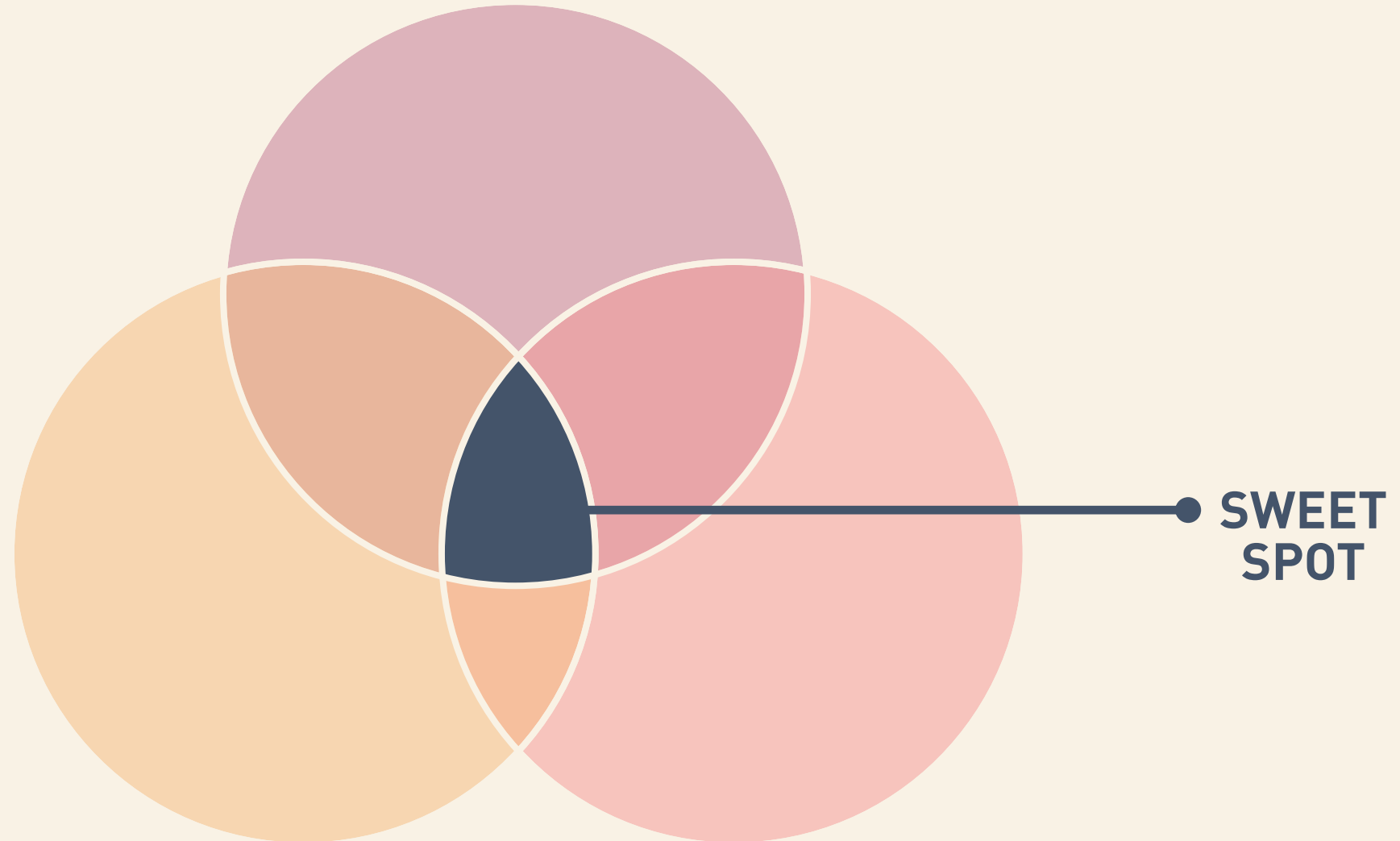




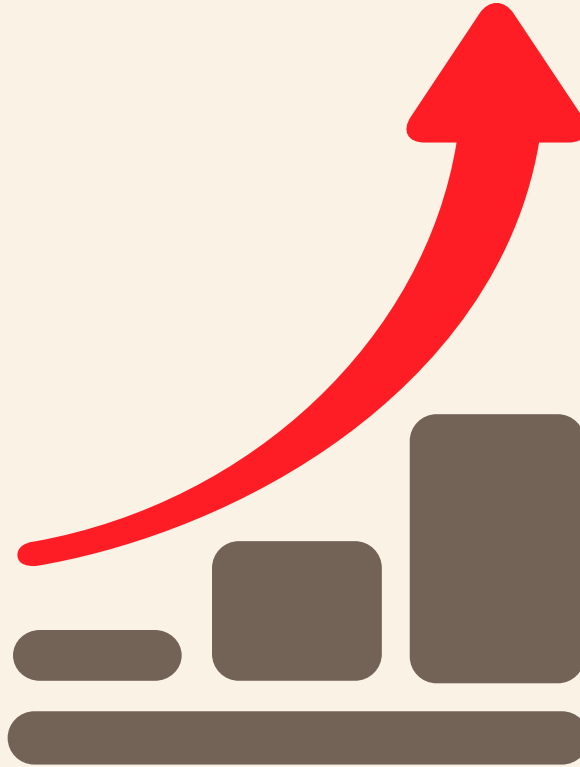
**JOHN WILLIAMS**  
**GLOBAL SCOTCH DIRECTOR - DIAGEO**

# INNOVATION STEPS IN TO DELIVER INCREMENTAL VALUE VIA THE TRIPLE WIN!





Biggest International  
Spirits Category



Whisky continues to grow  
(6% 5YR CAGR\*)



Low footfall and  
penetration







# INTRODUCING WHAT'S YOUR WHISKY?

**SMOKY  
DEPTH**

[SHOP SMOKY WHISKIES](#)



**SPICY  
UNDERTONES**

[SHOP SPICY WHISKIES](#)



**FRUITY  
NOTES**

[SHOP FRUITY WHISKIES](#)



**SWEET  
FINISH**

[SHOP SWEET WHISKIES](#)

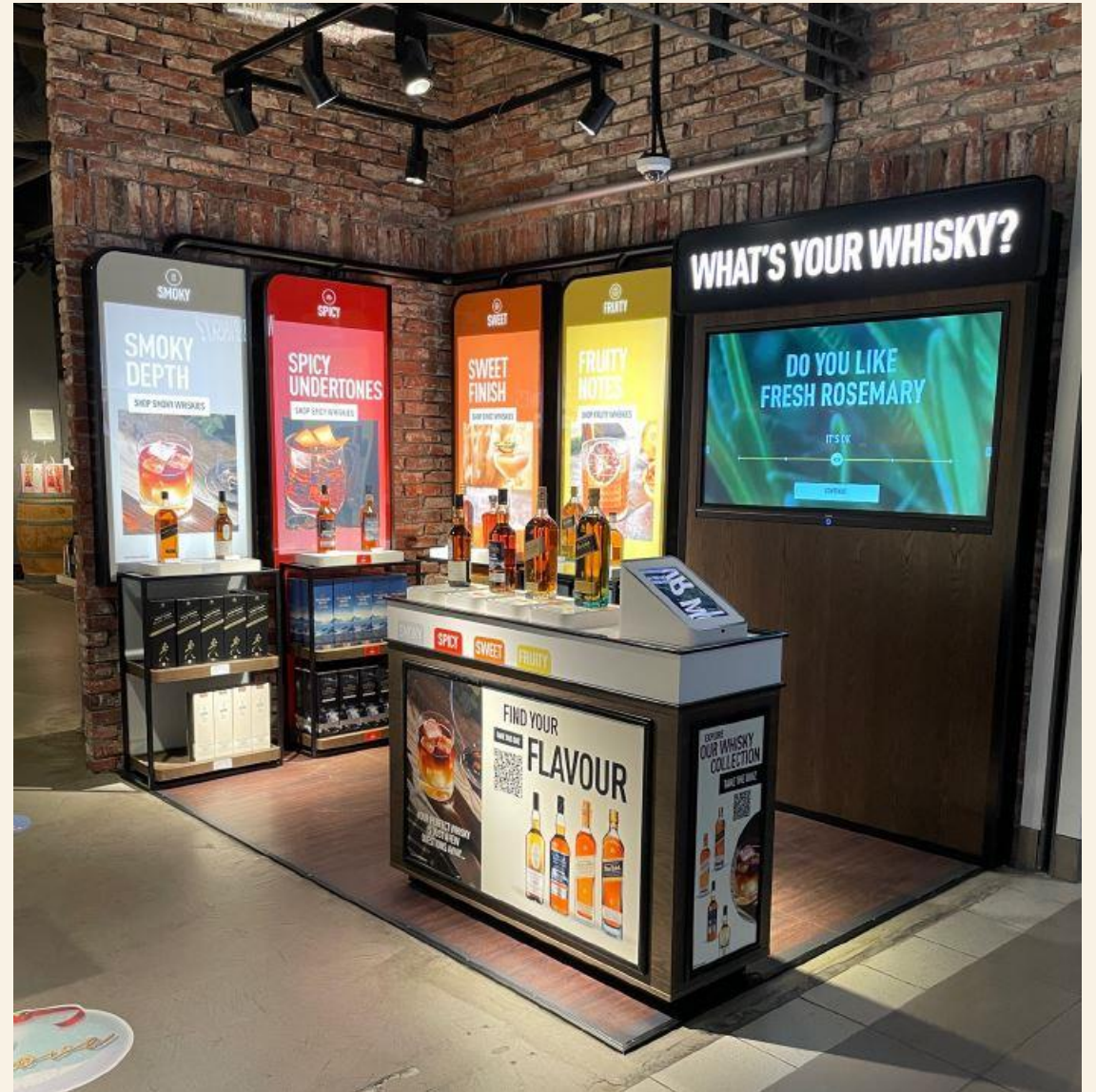


# SO HOW DOES IT WORK?





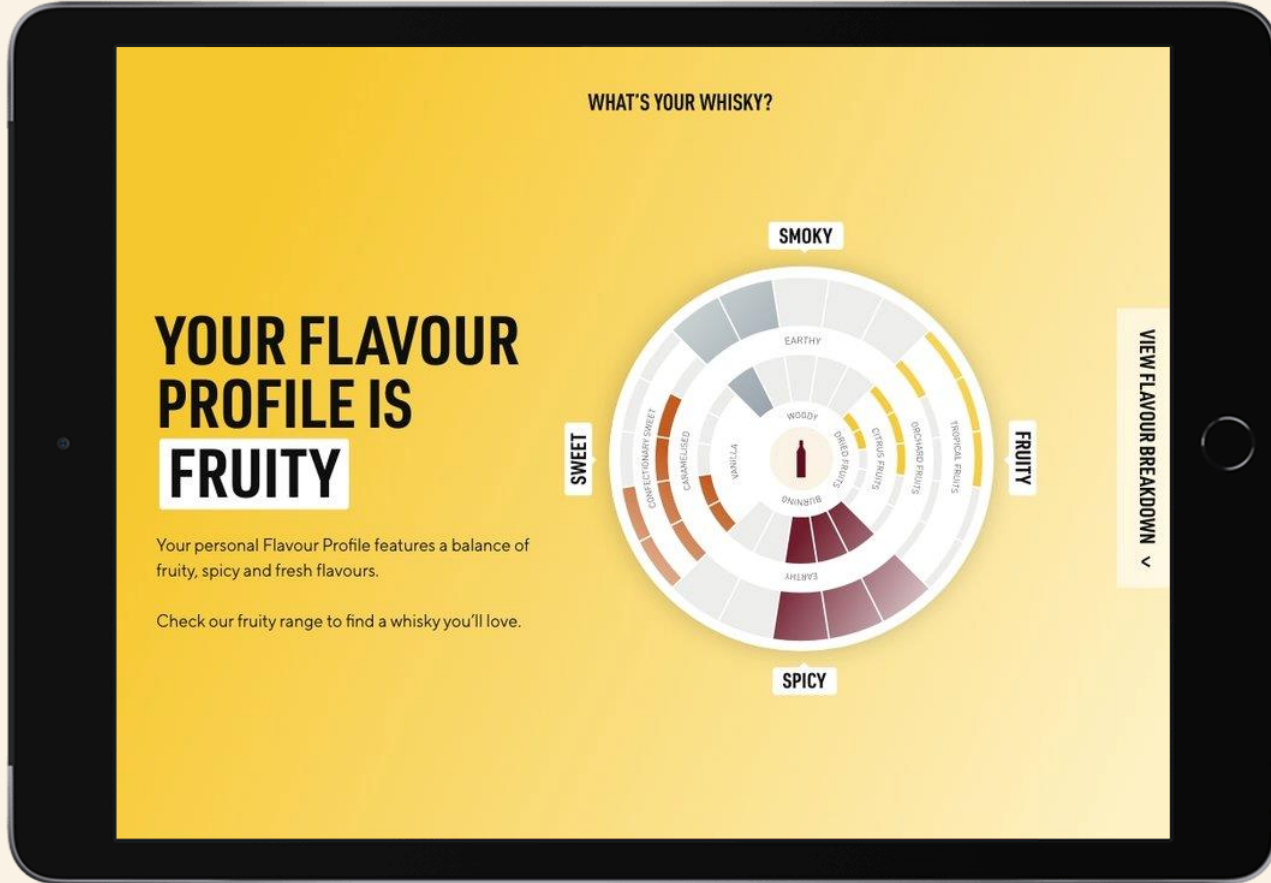
# IN-STORE EXECUTION



*\*Products included for placement only; final categorisation & merchandising to be determined by the manufacturer and Global Travel retailer*

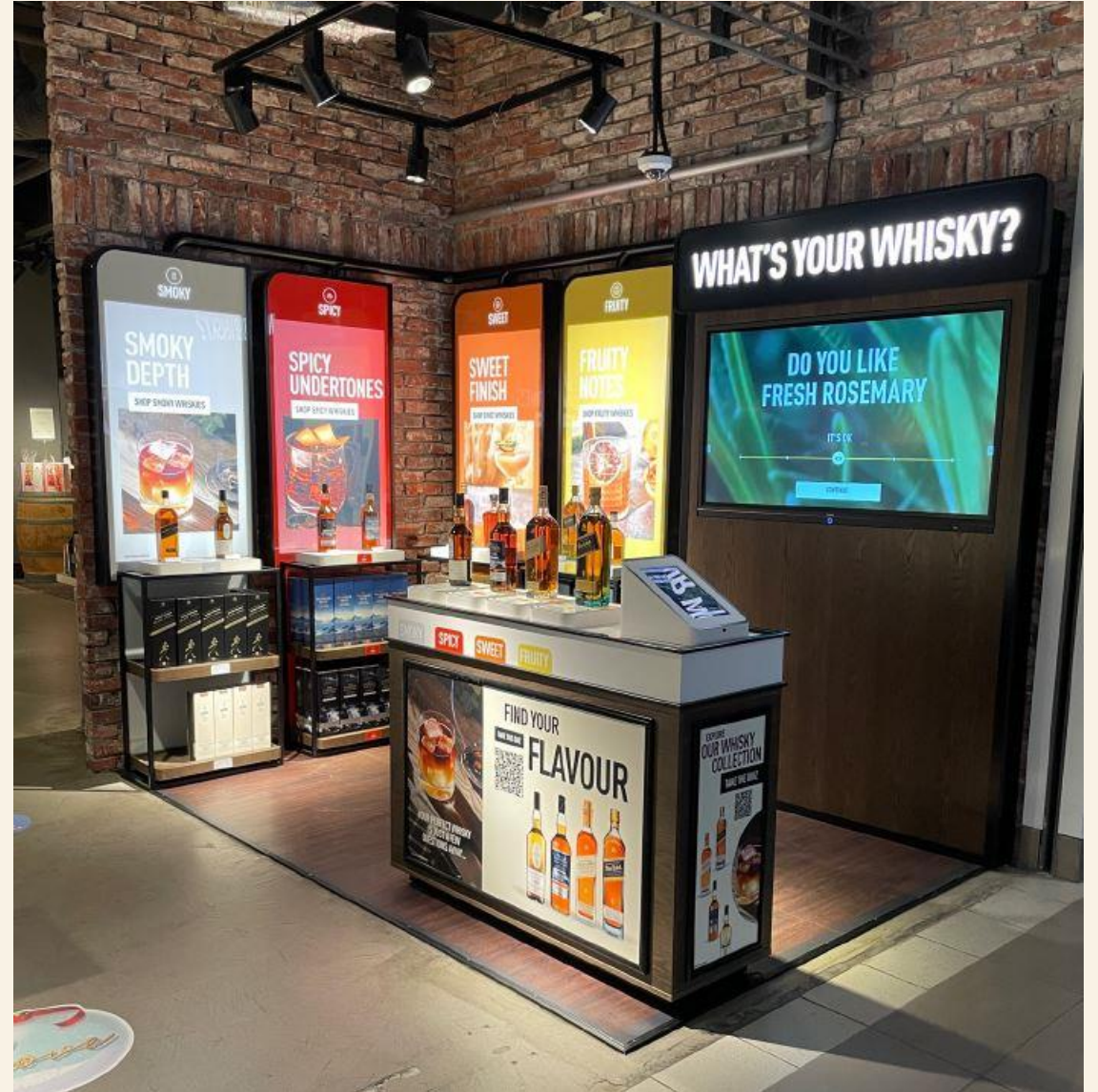
# 11X QUESTIONS





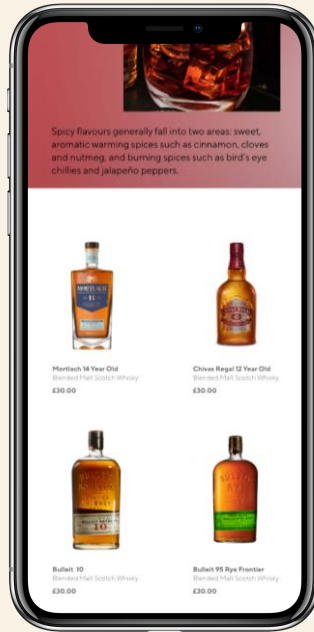
# FLAVOUR PROFILE

# LAND THE SALE IN-STORE





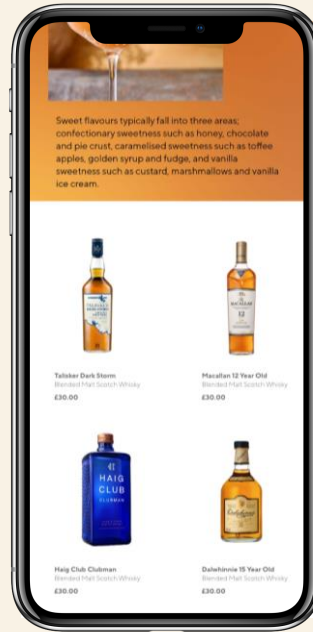
SMOKY



SPICY



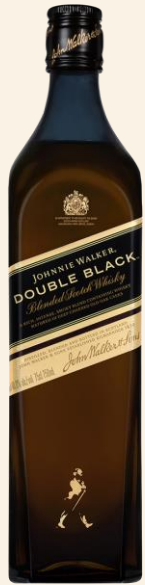
FRUITY



SWEET

# OMNICHANNEL APPROACH TO **LAND A SALE**





# SMOKY DEPTH

SHOP SMOKY WHISKIES



# SPICY UNDERTONES

SHOP SPICY WHISKIES



# SWEET FINISH

SHOP SWEET WHISKIES



# FRUITY NOTES

SHOP FRUITY WHISKIES







# COME AND FIND US

