



**MAKING ALCOHOL THE ENGINE OF
GROWTH FOR GLOBAL TRAVEL RETAIL**

FOUR CATEGORY GROWTH PLATFORMS

GROUNDING IN UNDERSTANDING OF CONSUMER OCCASIONS, NEEDS & MOTIVATIONS



PERFECT GIFTS
FOR SELF & OTHERS



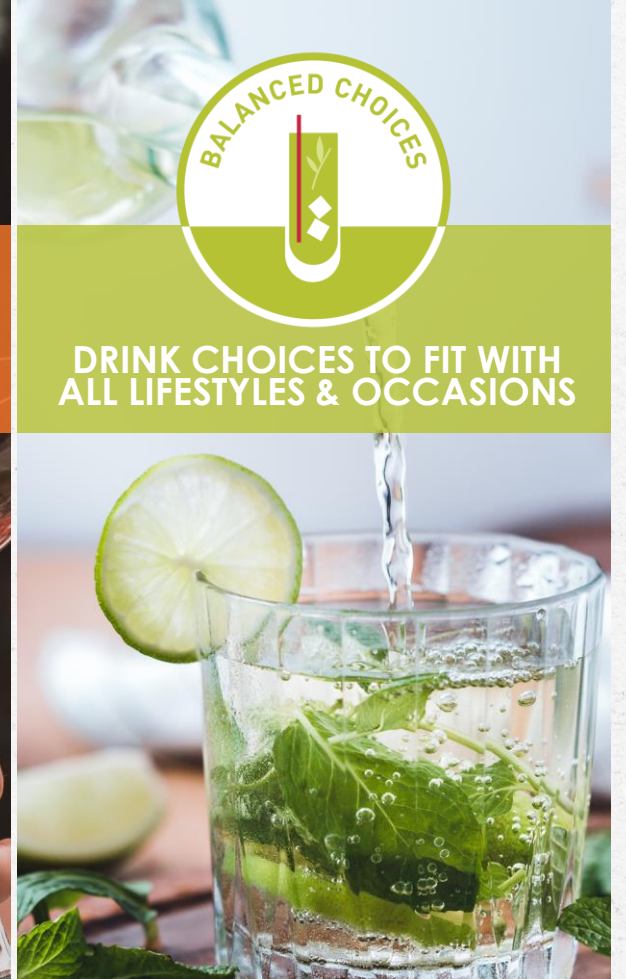
EXCITING WAYS TO DISCOVER
& ENJOY GREAT DRINKS



MAKING OCCASIONS
A LITTLE MORE MEMORABLE



DRINK CHOICES TO FIT WITH
ALL LIFESTYLES & OCCASIONS





CONSCIOUS
CONSUMPTION



NON ALC

VISIONARY DRINKING



DRINKS CHOICES
TO FIT WITH ALL
OCCASIONS &
LIFESTYLES

BALANCED CHOICES: NON-ALCOHOLIC

FASTEST GROWING CATEGORY OFFERING INCREMENTAL SALES



GROWING CATEGORY



16x

Non alc growth vs. total
alcohol cat. in the UK

INCREMENTAL SALES



6/7

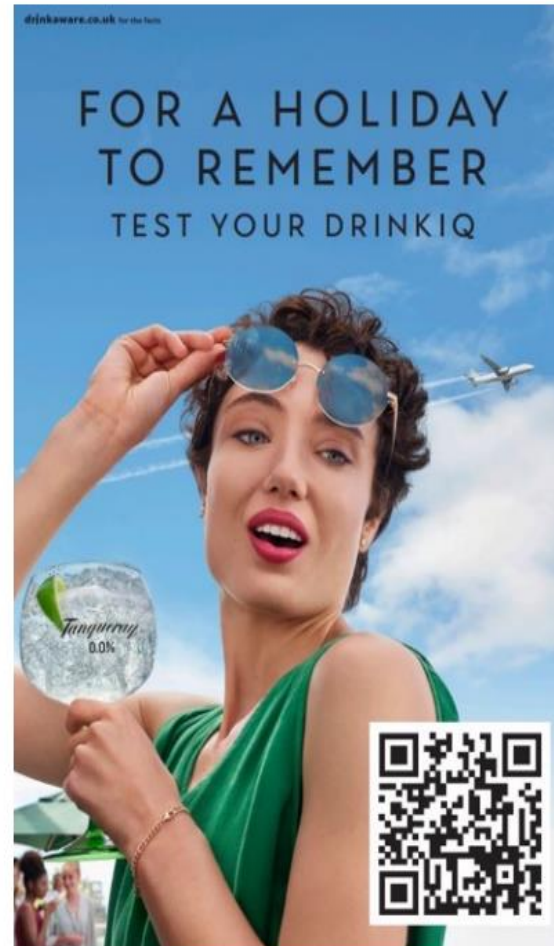
non-alc consumers
drink alcohol too

WELL ESTABLISHED



1/10

beers in several
markets are now 0%



‘Unbelievably Alcohol Free for a Holiday to Remember’
Digital static creative leveraging creative assets with
proven effectiveness



Tanqueray 0% Lounge
Airport experience and activation to drive
Drink iQ quiz completion



DISCOVER & APPRECIATE



PRESTIGE & LUXURY

VISIONARY DRINKING



**EXCITING WAYS TO
DISCOVER &
ENJOY GREAT
DRINKS**



**Biggest International
Spirits Category**



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



Low footfall and penetration





INTRODUCING “WHAT’S YOUR WHISKY”



11X QUESTIONS



YOUR FLAVOUR PROFILE IS REVEALED

**SMOKY
DEPTH**

[SHOP SMOKY WHISKIES](#)



**SPICY
UNDERTONES**

[SHOP SPICY WHISKIES](#)



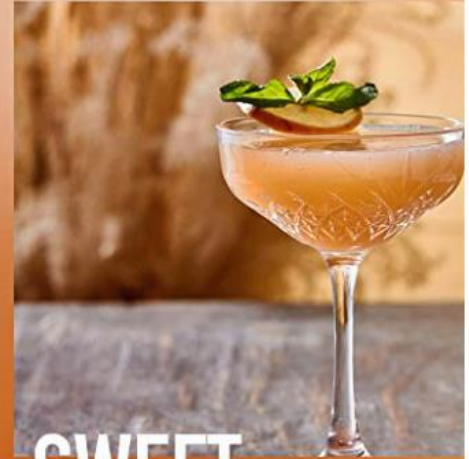
**FRUITY
NOTES**

[SHOP FRUITY WHISKIES](#)



**SWEET
FINISH**

[SHOP SWEET WHISKIES](#)



A TRUE OMNICHANNEL SOLUTION

