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Diageo Honors America's Leading Spirits, Wine and Beer Distributors at 7th Annual Golden Bar Awards in New York

New York, NY - (July 21, 2010) – Diageo, the world's leading premium spirits, wine and beer company, honored spirits, wine and beer distributors at the Seventh Annual Golden Bar Awards at The Metropolitan Museum of Art in New York City Monday night.

The Golden Bar Awards, the beverage alcohol industry's equivalent of the Academy Awards, celebrates distributors and brokers from across the United States for their excellence in the marketplace and the important role they play in their communities.

Ivan Menezes, President and CEO of Diageo North America commended Diageo's distributors for their hard work and contributions to a very successful year in the industry, despite a difficult environment, remarking, "Tonight, we honor and applaud the achievements of the best of the best among us. What makes our winners truly spectacular is that they show all of us what we can do when we are at our best – even under challenging conditions."

Larry Schwartz, Diageo USA President, also commented on the importance of execution in the current market. "Looking at the past year, we have all navigated through the economic challenges together, as a team, and emerged stronger. Tonight is a night to celebrate our combined strengths and absolute resolve, and to reiterate our commitment to this wonderful business."

The Golden Bar Awards recognize the efforts of distributors and brokers that represent Diageo's spirits, beer and wine brands including Smirnoff, Captain Morgan, Guinness and Beaulieu Vineyard. Awards are also given for Innovation Launches, Control States, Three-Year Consistency, and Distributor of the Year. A special Platinum Bar Award was given for Advancing Responsible Drinking in the spirits, beer and wine categories.

In total 34 statuettes, 32 made with 24 carat gold, and two made with platinum, were awarded to distributors. Each Golden Bar statuette weighs eight pounds, stands more than a foot tall, and is produced by R.S. Owens, the company that created the Oscar(R), presented by the Academy of Motion Picture Arts and Sciences.

Below are the categories and winners for the 2010 Golden Bar Awards:

DISTRIBUTOR OF THE YEAR

Distributor of the Year - Spirits
Distributor of the Year - Wine

Wirtz Beverage of Illinois
Atlantic Wine & Spirits, a Division of
Empire Merchants, LLC, Metro New
York
Premium Distributors of Washington DC

Distributor of the Year - Beer

SPIRITS

Spirits Excellence Award - Smirnoff
Spirits Excellence Award - Johnnie Walker
Spirits Excellence Award - Jose Cuervo
Spirits Excellence Award - Baileys
Spirits Excellence Award - Captain Morgan

Alabama Sales Company, Alabama
Reliable Churchill of Maryland
Wirtz Beverage of Illinois
Alliance Beverage of Arizona
Southern Wine & Spirits of Nevada



Spirits Excellence Award - Tanqueray
Spirits Excellence Award - Crown Royal
Spirits Excellence Award - Ketel One
Reserve Brands Execution Award - Spirits

Control State Excellence Award - Spirits

Winning at Retail Award - Spirits
Advancing Responsible Drinking Award –
Spirits and Wine

BEER

Beer Excellence Award - Guinness
Beer Excellence Award - Smithwick's
Beer Excellence Award - Red Stripe
Beer Excellence Award - PABs
Advancing Responsible Drinking Award - Beer

WINE

Wines Excellence Award - Sterling Vineyards
Wines Excellence Award - Beaulieu Vineyard

Wines Excellence Award – Chalone Vineyard

Wines Excellence Award - Acacia Vineyard
Wines Excellence Award - Edna Valley Vineyard
Wines Excellence Award - Rosenblum Cellars

INNOVATION

Innovation Launch Award - Spirits

Innovation Launch Award - Wine

Innovation Launch Award - Beer

Pinnacle Distributing of Colorado
Coastal Wine & Spirits of Florida
Wirtz Beverage of Illinois
Atlantic Wine & Spirits, a Division of
Empire Merchants, LLC, Metro New
York
Southern Wine & Spirits of New
Hampshire
Coastal Wine & Spirits of Florida
Alliance Beverage of Arizona

Amoskeag Beverages, New Hampshire
Alliance Beverage of Arizona
Pacific Beverage, California
Glazer's McAllen, Texas
Andrews Distributing of North Texas

Alliance Beverage of Arizona
Ben Arnold Distributing Company, South
Carolina
Odom-Southern Distributors,
Washington
Glazer's of Louisiana
Alabama Crown, Alabama
Coastal Wine & Spirits of Florida

Georgia Crown Distributing, Georgia;
Reliable Churchill of Maryland;
Washington Wholesale – District of
Columbia
Washington Wholesale – District of
Columbia
J&L Ventures, Georgia

GOLDEN BAR CONSISTENCY AWARDS

Golden Bar Consistency Award - Spirits

Golden Bar Consistency Award - Beer

Reliable Churchill of Maryland;
Washington Wholesale – District of
Columbia
Premium Distributors of Washington DC

About Diageo

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines.



Diageo is a global company, trading 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. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

Celebrating life, every day, everywhere.

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