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Diageo to return to CARDHU Single Malt

9 March 2004

Europe

Diageo today announces its decision to reintroduce its best-selling CARDHU Single Malt in the European markets that have helped make it the world's fastest growing single malt whisky.

The decision will result in the withdrawal of CARDHU Pure Malt, launched by Diageo last summer. However, Diageo remains committed to innovation within the category.

Commenting on this decision, Ian Meakins, President, EU Markets, said: "We believe that we have acted consistently in the best interests of consumers, but acknowledge that we under-estimated the strength of feeling on this issue.

"Although our revised proposals for packaging were accepted by the Scotch Whisky Association, we committed to work with them on a review of Scotch whisky definitions. The direction of this definitions work is clear. In future, distillery names should be used only for single malts. We believe that our decision will allow all those involved to focus on the completion of this work."

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