

# DIAGEO

*Global Travel*

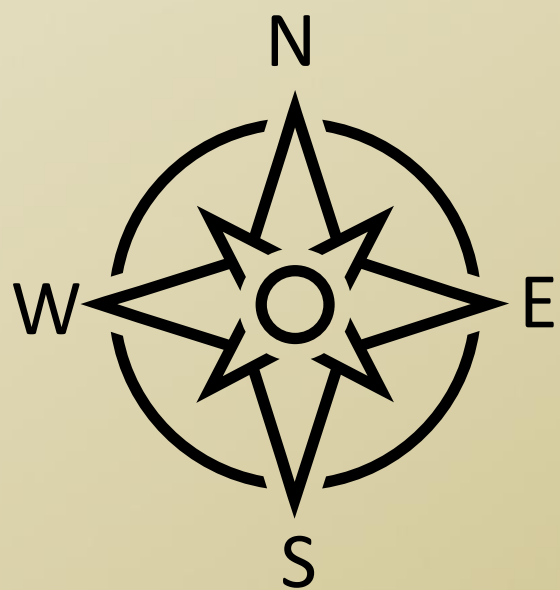
## Travel retail emerging stronger

Trinity Forum – 2022

*Andrew Cowan*

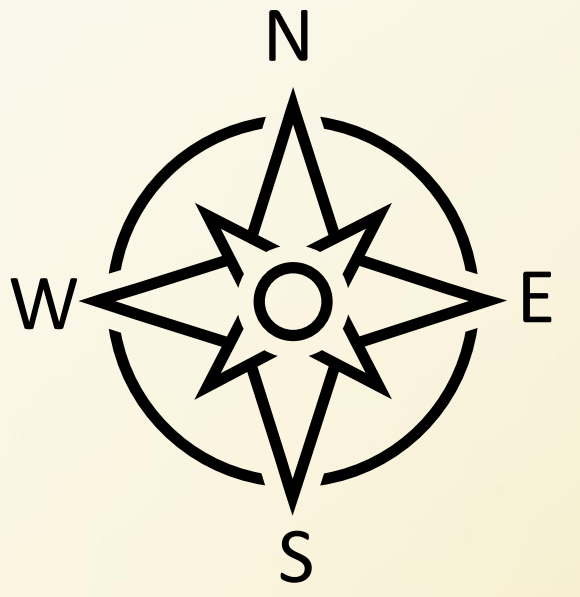
Managing Director

1 November 2022



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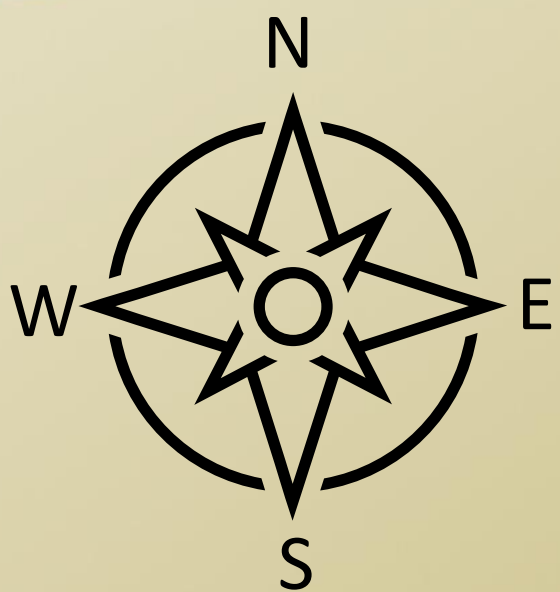
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## RESET, REFRAME, REFORM



Emerging stronger and in partnership.

A new category strategy which is designed to work only in collaboration with partners and with consumer experience at its heart.



# A category approach



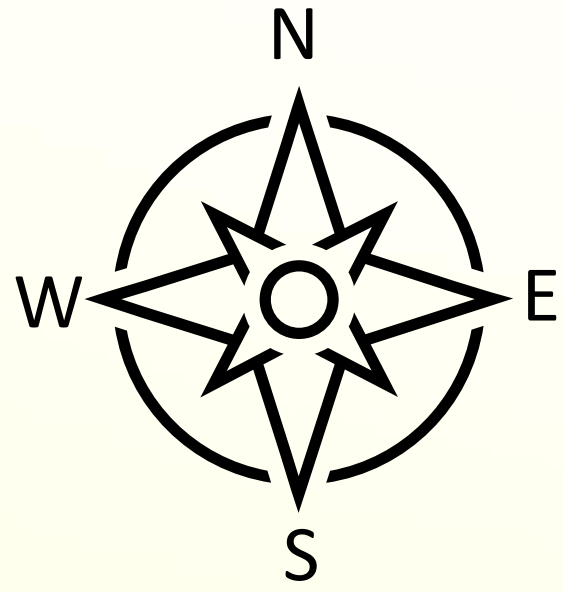
Planning for the fastest growing segment

Exciting ways to discover & enjoy great drinks

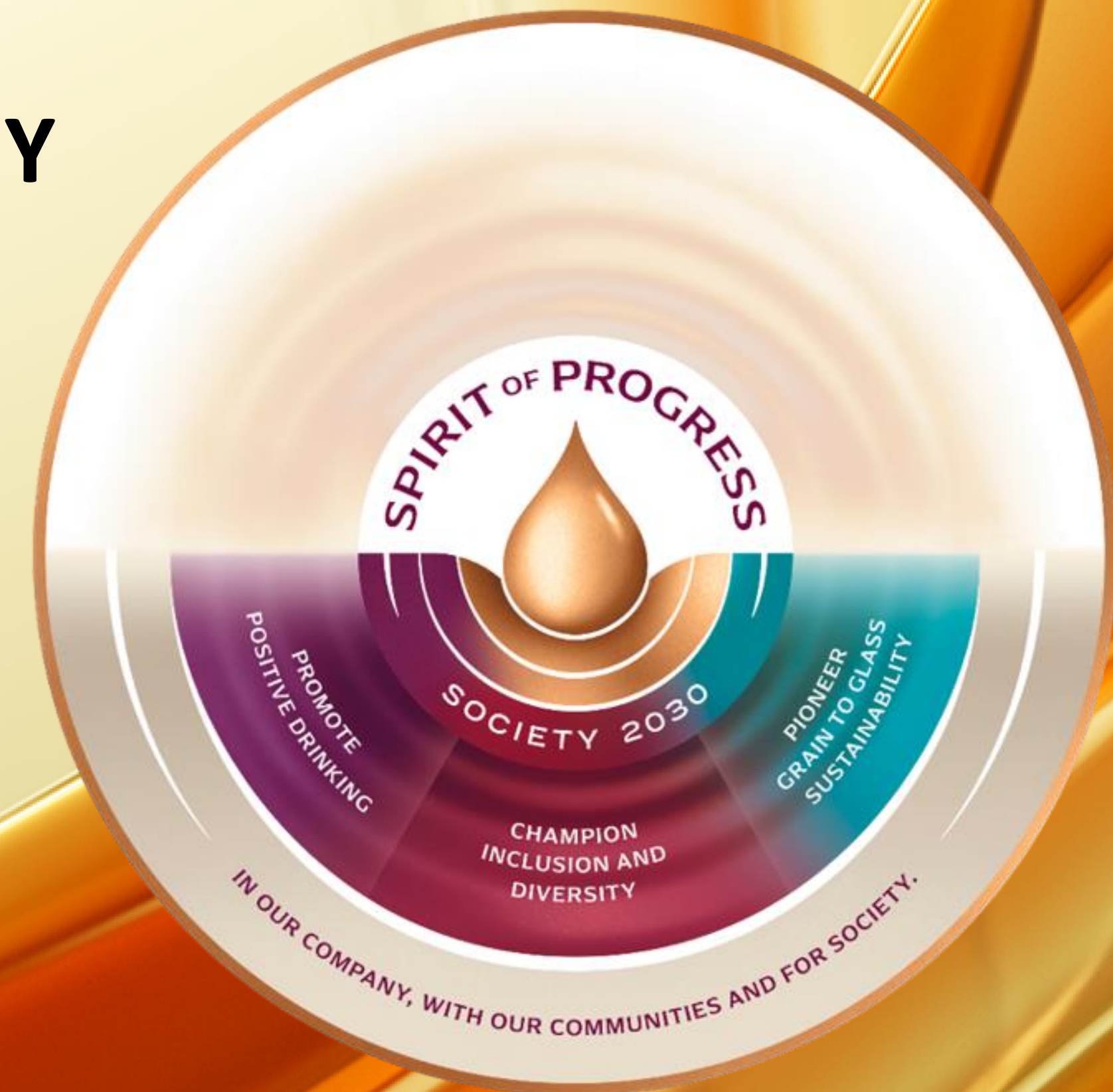
Drinks choices to fit all occasions and lifestyles

Perfect gifts for self and others





# COLLABORATION IN SUSTAINABILITY



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*Celebrating life, every day, everywhere*

