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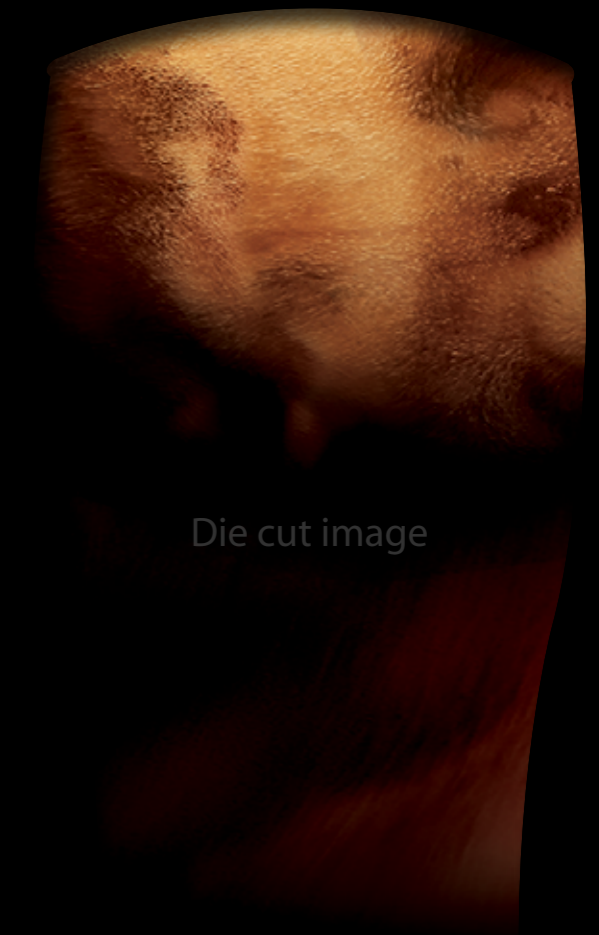
YOU KNOW OUR BRANDS

BUT DO YOU KNOW WHAT'S BEHIND THEM?

DIAGEO



**YOU KNOW IT COMES
FROM IRELAND...**



Die cut image



Die cut image

...BUT DO YOU KNOW HOW IT GETS TO YOU?

Guinness, Smirnoff, Baileys, Johnnie Walker, Tanqueray, J&B and Captain Morgan – to name just a few – are among the world's most loved brands. But not many people know the name behind them.

Our name is Diageo. We're the world's leading premium drinks company. We employ over 23,000 people in 180 markets worldwide, with one aim: to help millions of people celebrate life every day, everywhere.

The spirit of celebration extends beyond the concept we promote to customers – it's at the heart of our culture. Diageo employees are truly proud to work for brands with such rich heritage and want them to be enjoyed by consumers for generations to come. This means we also take our role as a producer of alcohol very seriously. Diageo is at the forefront of industry efforts to promote responsible drinking – one reason, perhaps, why we're a Times Top 100 graduate employer, and one of the world's most admired companies to work for.

As you're sipping your drink, you'd be amazed to know how many different people at Diageo contributed to getting it to you. From buying the raw materials for our products, through to distributing, marketing and selling our drinks around the world, talented individuals in our global supply, sales, marketing, finance and human resources teams are playing their unique part in a globally collaborative process. So before your publican pulls your pint at your local, thousands of us have pulled together to put it in the barrel.

With so many roles at Diageo, how will you ever choose the best one for you? Fortunately, our graduate training programmes are structured to help you find your perfect niche.

**YOU KNOW IT'S BEST
ENJOYED OVER ICE...**





...BUT DO YOU KNOW WHAT MAKES OUR CULTURE IRRESISTIBLE?

Big or small, success is always celebrated at Diageo. We recognise that our most important asset is our people, so we create an environment where you feel valued and included, and have the responsibility and freedom to give your best.

We know you'll have more energy and enthusiasm for your work if it's in balance with your life. So we don't just help you to develop your unique strengths at work, but support your broader interests outside the office. Your personal growth and happiness are very high on our agenda and we have a number of development programmes to ensure our people are the best that they can be.

Brilliant coaching is an important feature of our culture and we take it very seriously. Every senior business leader goes through an intensive leadership programme to give them the skills and tools to inspire and engage others. Their enthusiasm and passion is infectious and their example and energy flows down through the business. Your line manager and other business leaders will inspire you with Diageo's goals and strategy and help you harness your unique talents to contribute to the company's success. We believe that everyone deserves to work for a great people manager.

Wherever you work within Diageo, you'll be in an inclusive environment where all team members inspire and support each other, speaking out freely to share views, ideas and insights. It's not surprising then, that the company is a magnet for talented people who want to be part of a culture where collaboration is directly linked to superior commercial performance.

At Diageo we celebrate our brands and are fascinated by their heritage and culture. Ever curious and innovative, we're always searching for new ideas, paying close attention to consumer insights that help to drive our growth. We love working in a vibrant, fast-moving environment and making a positive contribution to society and the community. We hope that as part of the team at Diageo, you'll agree with our values, share our drive and passion, and feel proud to work here.



**YOU KNOW IT'S
TRIPLE DISTILLED...**

Die-cut images





Die cut image

...BUT DO YOU KNOW HOW WE FILTER OUR GRADUATES?

Since our graduate programmes are designed for future leaders, you'll be placed in responsible roles from the outset. On top of the passion, energy and drive to rise to the daily challenges that will come your way, you'll also need:

- 300 UCAS points* or equivalent
- A 2:1 degree or equivalent
- To be globally mobile
- A full, valid driving licence for a sales and marketing role.

Applying is an easy three step process:

Step 1

After emailing us your CV and successfully completing an application form via our website, you'll be invited to take some online verbal and numerical tests. If you sail through these, then...

Step 2

The next step is a telephone interview based on the Diageo capabilities (you can learn more about these on our website) lasting about 45mins. If you shine in your interview, then...

Step 3

The third step is half a day spent at an assessment centre, involving an interview, a role play, a presentation and a group exercise.

So you see, just like Smirnoff, our applicants are triple distilled!

Within several weeks of applying, you'll find out if you've secured a place on one of our graduate programmes.

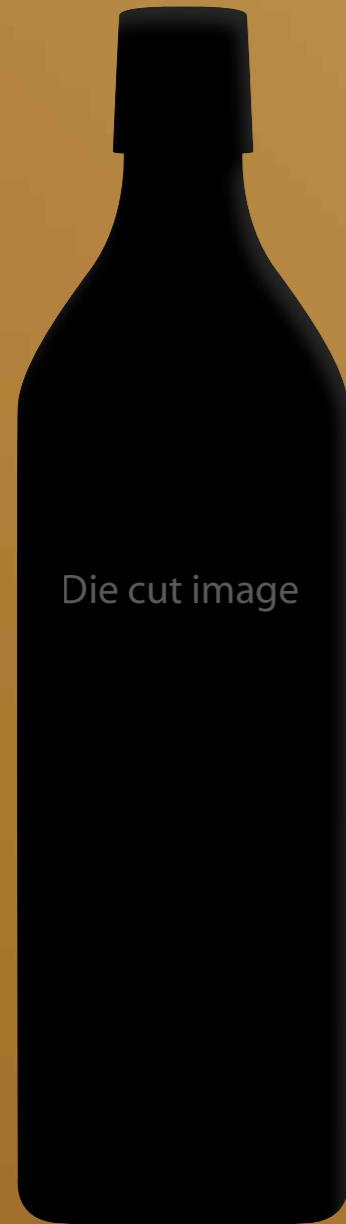
Like working at Diageo, you'll find the selection process itself is a remarkably rewarding experience. You'll find you learn a lot about Diageo, the culture of the company, and what it takes to work at the forefront of the premium drinks market.

*UCAS points are a measurement of A-level performance and 300 UCAS points are equivalent to 3 B's at A-level.



**YOU KNOW THE LABEL COMES
IN RED, BLACK, GREEN, GOLD
AND BLUE...**





Die cut image

...BUT DID YOU KNOW ABOUT THE HUGE VARIETY OF TRAINING AND DEVELOPMENT WE OFFER?

Joining a Diageo graduate programme prepares you to be a future leader with a responsible and challenging role within the company. There are graduate programmes in sales and marketing, global supply, human resources and finance. The programmes are rotational, giving you breadth of experience across different parts of the business.

All new graduates from across Europe start the programme with a corporate induction in London. So from day one, you're interacting with colleagues and business leaders from different backgrounds, with diverse skills and interests. You can also look forward to fun and informative learning sessions on our brands and their rich heritage – including learning how to pull the perfect pint of Guinness!

Your capability-based training across the three years of the programme will include learning to develop great relationships, people management techniques, strategic and coaching skills, and training on your impact and style. On the functional side, we'll teach you the secrets to being an expert in your area, for example Diageo brand-building (The Diageo Way of Brand Building) and selling (The Diageo Way of Selling) in sales and marketing.

You'll have access to the Diageo Academy, Diageo's online centre for learning. Here you can book a learning event, train online or download tools to help you develop in your role.

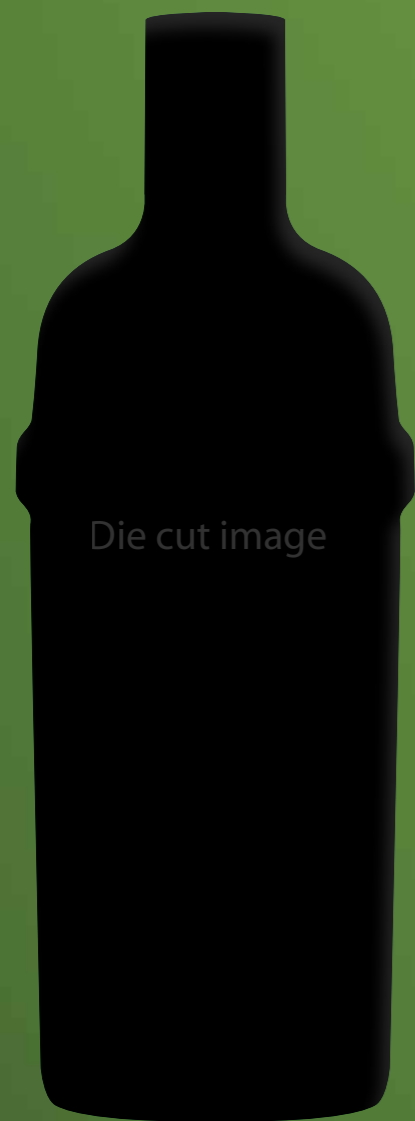
You can expect a close relationship with your line manager who will support you before you join and all the way through your rotation. All new graduates also have a buddy (a current or previous graduate of the programme) and are allocated a senior European business leader as a mentor, who will pass on wisdom and experience, guiding you through your development.

Whether you find yourself being a brand ambassador for Smirnoff or a malt distillery manager in the Scottish Highlands, if you see every challenge as a learning opportunity, you'll thrive at Diageo.



**YOU KNOW IT MAKES A
SERIOUSLY GOOD G&T...**





**...BUT DO YOU KNOW HOW
SERIOUSLY WE TAKE OUR
CORPORATE AND SOCIAL
RESPONSIBILITY?**

Today, so many people enjoy our brands, and we're proud of that. But we know that with success comes responsibility – and necessary awareness of our impact on society as a multinational organisation. That's why we've established corporate and social responsibility initiatives that focus strongly on community, sustainability and social welfare.

Our global website www.drinkiq.com is designed to help people everywhere make sensible choices about drinking. We've partnered with the World Health Organisation to help minimise the harm caused by alcohol misuse. We're currently backing approximately 130 responsible drinking initiatives in 40 countries to help create a positive role for alcohol in society – for example, the anti drink driving campaign fronted by the F1 Driver Lewis Hamilton.

We believe that everyone, everywhere, should be entitled to clean drinking water as a basic human right. So, as part of our 'Water of Life' initiative, 1% of the profits from designated products go towards ensuring that at least a million people a year in Africa have fresh, clean water.

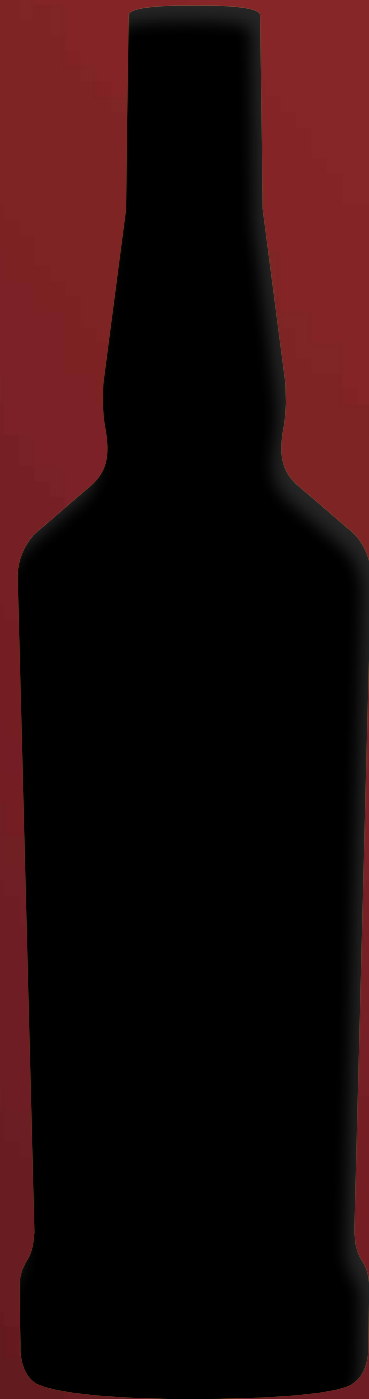
Another initiative, 'Skills for Life', helps unemployed or disadvantaged people to start new businesses or prepare for the world of work. Such projects support economic development in the communities that our employees, consumers and business partners come from and so ultimately contribute to the sustainability of our business.

As a Diageo employee, you'll be encouraged to consider your own social responsibilities and act as an ambassador for responsible drinking. We will aim to support any charitable initiatives you establish.



**YOU KNOW IT'S A UNIQUE
BLEND OF 42 WHISKEYS...**





**...BUT DO YOU KNOW HOW
MANY EXTRAS COME WITH
YOUR PACKAGE?**

Just as we believe in 'celebrating life every day, everywhere', we think that hard work and achievement should be celebrated and rewarded too. So as well as competitive salaries, an annual incentive plan, pension scheme and share plans, we give you lots of extra perks and benefits to enrich your life in and outside work.

We offer you generous holiday entitlement, often with scope for flexibility – after all, life is for living. And you'll have access to our portfolio of industry-leading brands through a product allowance, and also at our on-site showcase bars, where you can network and socialise with colleagues.

Your general well-being is very important to us so we offer a range of health-related benefits and, wherever possible, access to fitness facilities and health advisors.

Now you know what's behind our brands.

But do you know if you'd like to be behind them too?

Once you know about the company behind some of the world's favourite brands, it's easy to see why Diageo is one of the world's most admired places to work. If you think you'd like to join us, we'd very much like to hear from you. To apply for our graduate programmes, please visit our website at www.diageo.com/careers

As well as running graduate programmes in Europe, we also offer programmes in North America, Africa, Latin America and Asia Pacific. You'll find more information on our website.





EUROPEAN SALES AND MARKETING GRADUATE PROGRAMME

Your rotational programme is designed to give you 'real role' experience of different sales and marketing rotations, focusing on these key areas:

Consumer marketing

You'll be collaborating on branding projects or advertising campaigns for one of our top brands such as Guinness, Smirnoff or Baileys.

Customer marketing

You could be working with one of our strategic global customers in the off-trade (supermarkets/shops) or on-trade (bars/pubs). You'll be coming up with strategies to strengthen the category in your customer's environment.

Sales

Based in a specific location, you'll be working in sales, building relationships with your customers and promoting our brands to help them grow their business. You will determine your own sales strategy through world-class training, with support from your line manager and team.

If you're confident, driven and 'street-wise', you'll rise to the challenge of these exciting roles. Your rotations could take you to different parts of Europe, so a second language would be useful.

"At Diageo you quickly realise the accountability you've been given and it's up to you to make the most of every opportunity.

Diageo people are supportive no matter where you're from. My line manager in sales was more than just my line manager – she was my mentor, buddy and friend. It reinforced my belief that what makes the difference is the relationships we develop with our colleagues and with our customers. The business results will follow.

Recently I moved to London to join the reserve brands team where I'm completing a rotation in customer marketing. Diageo is ahead of its competitors in this area, and gaining experience will give me a great platform to grow my career.

Over the next few years I may be working in any sector of Diageo, in any country – the element of surprise is what makes it so interesting."

Tasos Liasidis – Greek

'Special Channels' Field Sales – On-trade, Athens
Customer Marketing Executive – Reserve Brands, London

EUROPEAN SALES AND MARKETING GRADUATE PROGRAMME

"The European graduate programme gives you a range of fantastic and inspirational experiences. In the last three years I'll have completed three rotations in sales and marketing from London to Edinburgh – there aren't many people who can say that!

Before joining Diageo, consumer marketing was where I wanted to work, however now that I've experienced sales, it's changed my perspective on where I may end up. Don't get me wrong, selling can be tough, particularly when you're in an unfamiliar location! But the challenge and growth this has given me, both personally and in terms of my commercial capability is huge. The sales training here is world-class and really helps you to grow your confidence and skill set. When I was working in trade, calling on customers, I realised what a difference this training makes.

In my current role with the Pimms brand team I work very closely with my line manager. I have experienced amazing support and inspirational leadership: you don't just work on strengths and development areas but you're then allocated the projects that can capitalise on these and help you grow.

Other things that excite me about this programme are the opportunity to take on real roles and projects with responsibility, and having exposure and time with the most senior people in the business. We get to attend annual connect events – we recently went to Athens where we had some great learning and development sessions and also attended the World Bartender Awards.

Overall, the joined-up functional and capability-based training programme and the breadth of commercial experience has provided me with a fantastic platform to accelerate my career at Diageo."

Kate Yateman – British

Consumer Marketing – Rums, London
Field Sales – On-trade, Edinburgh
Consumer Marketing – Pimms, London



GLOBAL SUPPLY GRADUATE PROGRAMME

The global supply area of Diageo encompasses all the roles involved in making and supplying our brands to customers everywhere. The sheer variety of work means we need to recruit talent across many sectors including supply chain, engineering, manufacturing and production technology.

Your three-year rotational programme begins in the UK and Ireland, and could take you to various parts of the world including Africa or Asia. Your rotations include time spent in key areas such as: supply chain, brewing and distilling, engineering, planning, procurement, logistics, packaging, production and technical development. Each rotation gives you invaluable hands-on experience, working on live projects.

Your programme lets you explore all the different options that are available to you. You can decide with your line manager to participate in the rotations that interest you most. With support from a personal 'buddy' and coaching from a designated mentor, you're guided through your rotations in a way that helps you identify and develop your personal strengths and career path.

"The global supply function negotiates and purchases everything from barley to bottle caps, and handles the logistics of getting the products to our customers. Having three rotations is great – you can really experience diverse roles in varied parts of the business.

The ultimate driver of success is you, but thankfully, there's help at hand from your mentor, your manager and other leaders to advise and support you.

To date, my most memorable experience is working as a malt distillery manager in the Scottish Highlands – a fantastic opportunity to get some real full-on responsibility. Learning traditional methods of producing whisky and living in such a friendly community was a great privilege and a life experience I'll never forget.

Diageo has a great casual and open work culture in which you can just be yourself. So no stuffy suit and tie (unless you want!)."

Bill Murphy – British
Process Engineer, Grain Distillery – Glasgow
Malt Distillery Manager – Scottish Highlands
Supply Chain Analyst – Africa and London

EUROPEAN HR GRADUATE PROGRAMME

Our three-year HR graduate programme gives you a broad perspective on HR, as well as in-depth experiences of specialist areas. It is designed to challenge and stretch you from day one, in roles that give you genuine accountability.

The rotational structure gives you a complete understanding of change management, partnering the business, learning and development and the 'employee lifecycle'. You'll also learn all about how Diageo hires, inducts, moves and manages people within the organisation and the impact on our employees and line managers.

These aren't just graduate exercises but real roles that will let you learn through experience. The programme offers both structured training (both centrally coordinated workshops and locally delivered training) and 'on the job' development.

The programme is truly European and we offer opportunities to rotate to different markets, so a second language is advantageous.

"I chose the Diageo HR graduate programme to gain lots of diverse experiences to help me to become a better leader. I spent my first rotation in Scotland where I learnt all about Diageo supply operations. I'm now on my second rotation, working in the HR business partner team.

The programme has pushed me outside my comfort zone and enabled me to broaden my skills and capabilities. As a result, my confidence has grown and I'm much bolder in my decisions.

I was delighted to win a Hero award recently – an annual recognition scheme that rewards contributions to the HR team. I'm really proud to have achieved this in my second year; it highlights how Diageo places graduates in real roles where they can make a real difference.

It's great working for a company that values celebrating success and employee recognition."

Polly While – British
Policy Advisor – Glasgow
HR Coordinator – London



FINANCE GRADUATE PROGRAMME

The structure of your three-year Diageo finance graduate programme is largely down to you, as it's designed to give you lots of flexibility to shape your ideal career path.

The rotational format will give you a breadth of experience across key areas including:

- Transformation – focusing on improving business performance management, often collaborating with colleagues in sales and marketing.
- Commercial Finance – time spent partnering with business functions to develop sales and marketing strategies for on-trade (pubs/bars), off-trade (supermarkets) and wines and reserves.

Your first rotation could be in on or off-trade, working with large teams in different business areas. Your second rotation is tailored to your interests and needs – your line manager will help you choose the best option.

By the time you've completed your graduate programme it should be clear to you which area of finance you'd like to work in: tax, audit, commercial, strategy, investor, business development or treasury. Whatever your choice, you can count on our support in your CIMA qualification to achieve chartered status.

"I chose the finance programme because it offers me a really rounded view of the company as a whole; the skills you gain in finance are very transferable, it means you can easily look after new markets or functions. I also liked the support that Diageo offered me in terms of training for qualifications.

The support I've received is absolutely fundamental to why I love the company. My managers have encouraged me to make decisions on what activity happens in the trade. There's a culture of giving people the freedom to succeed - and it's actually surprising how fast you become an 'expert' in a subject.

My proudest moment? Winning a PRIDE award for the support I gave my sales team through a difficult customer negotiation. As for the future, hopefully in 10 years I'll be the finance director of a major market within Diageo."

**Richard Adam – British
BPM Analyst – London
Commercial Finance Analyst – London
Trade Terms Analyst – London
Commercial Finance Manager – London**





drinkaware.co.uk for the facts about alcohol

DIAGEO

diageo.com/careers