

## New Products & Innovation

### Alcoholic Drinks

#### Inver House after a slice of top-end gin market

*Inver House Distillers*, best known for its Scotch whiskies, is branching out into the super-premium gin category, with the launch of a distinctively Scottish inspired gin in the UK.



*Caorunn* (which means Rowan berry in Gaelic) will go on sale, starting with London, the Southeast and Scotland this month, and will be going up against established brands such as fellow Scottish gin *Hendricks* from *William Grant* and *Tanqueray Ten* from *Diageo* in the super-premium segment. Made at the company's Balmenach malt

The original *Antique* belongs to the classic cognacs of the late 19<sup>th</sup> and early 20<sup>th</sup> century. They include *Hennessey XO*, *Louis XIII* by *Remy Martin*, *Napoleon* by *Courvoisier* and *Cordon Bleu* by *Martell*.

#### Diageo launches luxury vodka in China

*Diageo* has teamed up with Chinese white spirit producer *Shui Jing Fang* to produce a top-end vodka in China, *Reuters* reported.

The *Smirnoff* vodka maker has launched *Shanghai White* in Hong Kong with a suggested retail price of HK\$470 (€43.25) per bottle.

*Diageo* has a 49% stake in *Sichuan Chengdu Quanxing Group Co*, parent company of *Shui Jing Fang*, a producer of baijiu, a distilled white spirit.

#### Prosecco maker aims for top spot in US

African Breweries (SAB), is to issue US\$750m (€530m) worth of new shares to black participants, in line with its commitment to support socio-economic progress in the country.

#### Soft Drinks

Coca-Cola Co. has continued its expansion in China with the opening of two new bottling facilities in the central and western parts of the country, at a combined investment worth ¥22m (€22m).

#### New Products

Whisky maker *Inver House* is branching out into the super-premium gin category with the launch of *Caorunn*, a distinctively Scottish inspired gin for the UK market.

logistics company *Malcolm Group* and nauage firm *McNerson* or relocated to other sites next year. 80 office jobs will also be transferred from Dundas House to another office in central Scotland.

However, *Diageo* said it will create 400 new jobs from the expansion of its other packaging plant in Leven in Fife. At a cost of some £86m (€99m), it will build a new packaging hall, which is scheduled to open in mid-2011. Some of the 700 employees from the Kilmarnock site are expected to relocate.

In addition, it will spend £9m on a new coopering centre at its existing Cambus site near Alloa in Clackmannanshire. The plan is for 40 staff to transfer from the closed Carsebridge cooperage and a handful from Dundashill.

"The planned restructuring follows a major review looking at how *Diageo* can best ensure the long-term sustainability of its operations in Scotland in the current economic conditions," the group said.

It now expects to generate cost savings from its restructuring programme of £120m in the current financial year and an additional £40m in the financial year ending 30 June 2012.