

**FOOD,
MEET BEER**



**ELEVATING EATING
OUT EXPERIENCES
*to deliver
commercial success***

WELCOME TO A WORLD OF MORE FULFILLING TASTE

For over 250 years Guinness has been at the heart of social occasions, in 150 countries around the world.

Globally, these social occasions increasingly centre around food, as our tastes become more adventurous and our expectations of dining out experiences ever higher.

It's time for Guinness to champion those who make the world more fulfilling and more enjoyable within the vibrant and colourful world of food: and to do it in a way that's unique, true to our taste-led heritage & universally relevant.

“47%”

of global consumers find the idea of pairing food with beer appealing”

GLOBALDATA 2015 Q1 GLOBAL
CONSUMER SURVEY

PURPOSE OF THIS TOOLKIT

ENABLE LOCAL MARKET FOOD-LED COMMERCIAL TEAMS

*to inspire and partner with Food-led
On Trade customers by providing:*

- Innovative and distinctive Food + Beer strategy
- Expert-informed pairing recommendations
- Creative assets
- Sales driving mechanics



PURPOSE OF THIS TOOLKIT

PARTNERING WITH CUSTOMERS WILL ENABLE US TO:

- Make Guinness beers (portfolio) relevant beers for our target food-led operators
- Open up new customers, strengthen our position with existing customers, and ensure physical availability of the Guinness portfolio
- Strengthen consumer engagement with our range of beers
- Leverage our total Spirits and Beer portfolio, to talk strategically about the complementary role of each for our customers' business development

AND ENABLE OUR CUSTOMERS TO:

- Offer distinctive and more engaging Food + Beer pairings to elevate the eating out experience
- Build positive Word of Mouth and social engagement, plus repeat footfall



WHY FOOD?

FOOD IS WHERE WE NEED TO BE TO STAY RELEVANT

FOOD CULTURE *is off the charts:
it's the new rock 'n' roll*

There's never been a more exciting time for food.

Food used to be just something you ate – but now it's a driving force of popular culture. Chefs are treated like rock stars, diners queue around the block for no-booking restaurants and people get famous for Instagramming their breakfasts.

Food plays a bigger role in all of our lives now. What and where we eat, who we eat with – it is the focal point for social connections.



WHY FOOD?

BEER IS INCREASINGLY RELEVANT FOR FOOD-LED OCCASIONS AND VENUES

INCREASING CASUALISATION,
*more adventurous tastes and bolder
flavours all better suited to beer than wine*

Social media and foodie culture means consumers looking for novel, conversation-worthy, and delicious, food experiences

The variety and accessibility of beer suits modern eclectic and fusion ingredient and cooking methodologies



WHY FOOD?

IT'S TIME FOR BEER TO DO MORE THAN JUST SHOW UP AT THE TABLE

Beer is already being consumed with food

47% of GB main meal occasions with alcohol present include beer
 (vs. 23% wine / 30% spirits)

But most beer brands are simply accompanying, not elevating the experience

Many beers are using shared (claimed) geography as the rationale for partnering with food

GUINNESS IS BRINGING AN INNOVATIVE, FOOD-FIRST APPROACH to the Food-led On Trade



PERONI SHOWS UP IN ITALIAN RESTAURANTS



TIGER PARTNERS WITH ASIAN STREET FOOD

WHY
GUINNESS?



WHY GUINNESS?

GUINNESS HAS HISTORIC AND CONTEMPORARY RELEVANCE TO FOOD-LED OCCASIONS GLOBALLY

Guinness is one of very few brewers to have such a credible role with food, globally

Historic association due to our product quality and flavour focus

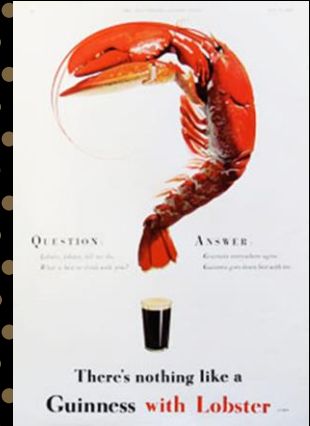
Guinness beers are drunk in 150 countries, and have been exported for over a hundred years

Which means they're already enjoyed alongside most global cuisines

CHEFS AROUND THE WORLD APPRECIATE THE QUALITY AND DEPTH OF FLAVOUR OF OUR BEERS

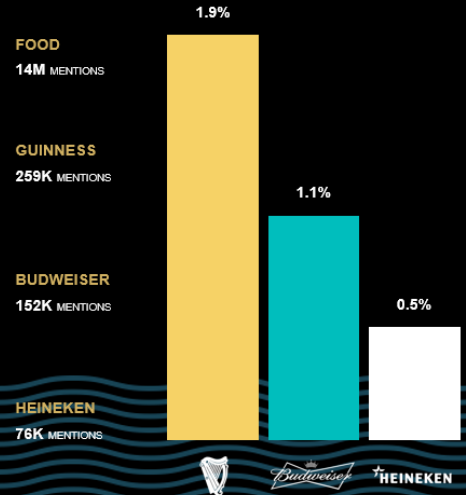
Guinness features in thousands of recipes by name on menus, in cookbooks and on social media

Our portfolio of beers – and our innovation pipeline – consists of beers of taste, and span the spectrum of flavour



CONSUMERS ALREADY TALK ABOUT GUINNESS + FOOD

We have the biggest share of the "beer and food" online conversation, with 1.9% share of voice.



WHY GUINNESS?

GUINNESS DRAUGHT

Our most iconic beer, drinkers are instantly drawn to its complexity, bold combination of flavours and rich, creamy, velvety finish.

- AROMA:** Sweet smelling with a coffee and malty nose
- FLAVOUR:** Perfect balance of bitter and sweet with malt and roast characters
- PALATE:** Smooth, creamy and balanced
- ABV:** 4.2% ABV
- APPEARANCE:** Distinctively dark, with a rich creamy head



WHY GUINNESS?

EXTRA STOUT / ORIGINAL

*Crisp barley cuts through hops.
A bite draws you in, bold flavours
linger. Bitter marries sweet.
A rich, refreshing taste.*

- AROMA:** Medium and balanced. A roast character with subtle fermentation fruitiness
- FLAVOUR:** A perfect rounded flavour of bitter and sweet
- PALATE:** Smooth with a slight bite leading to a dry finish
- ABV:** 5%
- APPEARANCE:** Distinctively black full bodied liquid with a rich creamy head



HOP HOUSE 13

*Full flavoured lager, hoppy with
hints of peach and apricot*

- AROMA:** Light and hoppy with floral and citrus notes
- FLAVOUR:** Full flavoured lager, hoppy with hints of peach and apricot
- PALATE:** Lively palate, crisp and refreshing taste
- ABV:** 5%
- APPEARANCE:** Golden amber lager with a thick frothy head



WHY GUINNESS?

FOREIGN EXTRA STOUT

Fruit and caramel flavors begin, smoky notes and a vibrant bitterness follow.

- AROMA:** Strong, with pronounced fruit and roast character
- FLAVOUR:** A full-bodied palate of roast, fruity character
- PALATE:** Initial tingling impact, bittersweet leading to a dry finish
- ABV:** 7.5%
- APPEARANCE:** A rich dark liquid with a frothy head



WEST INDIES PORTER

A deep rich and characterful porter with hints of toffee and chocolate.

- AROMA:** Toffee, caramel, slight chocolatey notes
- FLAVOUR:** Sweet with chocolate and toffee flavours
- PALATE:** Smooth easy finish with a medium sweet mouth feel
- ABV:** 6%
- APPEARANCE:** Ruby red with a frothy head driven by the carbonation



SUPPORTING
our customers



SUPPORTING OUR CUSTOMERS

WE CAN HELP FOOD-LED CUSTOMERS DEVELOP THEIR BUSINESS FURTHER

*We have developed a Food + Beer pairing process designed
to enable Food-led customers to deliver*

MORE MEMORABLE, DISTINCTIVE MEAL EXPERIENCES

Key benefits:

Pairs our range of beers with the food already on their menu to deliver a more distinctive taste experience

Inspires twists on classics and attracts diners to new menu ideas

Supported by fully worked up strategic and creative solution, & sales driving activations

As well as improving sales, the strategy will drive positive Word Of Mouth and repeat footfall

Without demanding that Food-led customers add even more options to their menus, or rework their recipes

Confidential: internal Diageo Commercial Team use only



SUPPORTING OUR CUSTOMERS

A SOLUTION DESIGNED WITH CONSUMER IN MIND IS NEEDED

In food-led occasions, consumers start with the food then choose a drink to suit it

They have many decisions to make already: we want to enhance their enjoyment of the occasion, not add to the complexity

WE WILL SIMPLIFY THE DECISION PROCESS

to inspire consumers not only to order a beer which enhances their meal, but also to order additional, new or more premium food items

Source: MCA Insight Menu & Food Trends Management Briefing, April 2017; FabUK consumer research

“ On average a chain restaurant has

74 ITEMS

on the menu ”

“ **53%**

of diners prefer shorter menus featuring fewer dishes ”

SUPPORTING OUR CUSTOMERS

ENABLING CUSTOMERS TO ACCESS EXPERTISE

Pairing beers to menus is a simple but effective way to elevate consumers' experience in a food-led outlet

- High end restaurants already employing beer sommeliers to achieve this
- But for mass market restaurant chains and small independents, it's too big an investment

In conjunction with experts such as Registered beer sommelier (one of only 150 worldwide) and beer and food specialist, Ian Colgan, we have created a solution for Food-led operators that's centred on their current food, recipes and ingredients

- More interesting and fulfilling dining experience for their consumers
- Easier for consumers to choose a food + beer combination
- Resulting in improved WOM and repeat footfall

To make it future fit, the approach will work for current fashions, classic dishes and emerging trends (e.g. vegan)



IAN COLGAN

REGISTERED BEER SOMMELIER

THE GUINNESS STOREHOUSE

SUPPORTING OUR CUSTOMERS

LEVERAGING OUR PORTFOLIO TO UPSELL AND CROSS SELL FOR OUR CUSTOMERS

*The wide range of beer styles
in the Guinness portfolio means*

**WE'VE A BEER TO SERVE
WITH ANY RECIPE**

*on our customers' menu –
from savoury to sweet*

Encouraging consumers to order more items
from the menu, and enabling customers
to create interesting and appetising beer
flights easily, based on existing menu

Source: MCA Insight Menu & Food Trends Management Briefing, April 2017; FabUK
consumer research

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THE VAST MAJORITY

(82%)

*of consumers order a main course
when eating out at dinner time,
however fewer than half are
likely to order a starter (39%),
dessert (49%) or side dish (39%)”*



OUR UNIQUE
APPROACH TO
beer + food pairing



INTRODUCING TASTE SENSATIONS

WHEN WE 'TASTE', OUR PALATE PICKS UP NOT JUST FLAVOUR, BUT ALSO AROMA AND MOUTH-FEEL.

Our brain categorises this combination into one of seven taste sensations

All foods can be categorised by their dominant taste sensation, no matter what the cuisine, the cooking technique or how it's served.

We use these seven taste sensations as our starting point to identify which of our beers should be paired with which dishes on a food-operator's menu. It's the same language that chefs use, and will enable us to talk in an inspiring way about pairing our beers with their menus.

THE SEVEN 'TASTE SENSATIONS'

BITTER

SALTY

SOUR

FATTY

SWEET

PUNGENT

UMAMI

ALIGNING WITH FOOD-LED ON TRADE STYLES

BY CONSIDERING THE TYPE OF FOOD YOUR CUSTOMER SERVES, YOU CAN USE THE UNIQUE GUINNESS FRAMEWORK TO:

- *Identify easily which beers to recommend*
- *Understand what the experience of tasting this beer with that dish will be like.*

TO PROVIDE GUIDANCE, WE'VE IDENTIFIED WHICH OF THESE TASTE SENSATIONS ARE LIKELY TO FEATURE ON THE MENU OF KEY TYPES OF FOOD-LED OPERATORS:

Traditional pub

Gastropub

Italian

Greek

Seafood/Oyster bar

Indian/East Asian

Vegetarian

Fried chicken/Fish and Chips

BBQ/Steakhouse

Caribbean

THE PAIRING PROCESS

THE PAIRING PROCESS

TRADITIONAL PUB

GASTROPUB

ITALIAN

BBQ/STEAKHOUSE

VEGETARIAN

INDIAN/EAST ASIAN

FRIED CHICKEN/FISH & CHIPS

GREEK

SEAFOOD/OYSTER BAR

CARIBBEAN

TASTE SENSATION

of key dishes served

Bitter

Salty

Sour

Fatty

Sweet

Pungent

Umami

CLASSIC EXAMPLES

of this taste sensation

Coffee
Chicory
Spinach
Sprouts
Olives

Oysters
Shellfish
Parmesan
Feta
Salt Fish

Lemon
Yoghurt
Pickles

Cheese
Cream
Butter

Chocolate
Caramel
Milk

Chilli
Garlic
Jerk spice
Horseradish

Roast meat/game
Burgers
Soy sauce
Tomato
Mushroom

EMERGENT EXAMPLES

of this taste sensation

Kale
Aubergine
Raw fruit & veg
Beans & peas

Samphire
Seaweed

Kimchi
Ferments

Tempura
Lardo

Almond milk
Coconut

Buckwheat
Spelt

Vegan burger

BEERS THAT

Complement

this taste sensation

Guinness Draught

Guinness Extra Stout

Hop House 13

Guinness Draught
West Indies Porter

Guinness Draught

Hop House 13

Guinness Draught
West Indies Porter

BEERS THAT

Cut

this taste sensation

Guinness Extra Stout

Hop House 13

Guinness Extra Stout

Guinness Extra Stout

West Indies Porter
Foreign Extra Stout

Hop House 13
Guinness Extra Stout

BEERS THAT

Contrast

with this taste sensation

Hop House 13

West Indies Porter
Guinness Draught
Foreign Extra Stout

Guinness Draught
West Indies Porter

Guinness Extra Stout
Hop House 13

Hop House 13
Foreign Extra Stout

Guinness Draught

Foreign Extra Stout

COMMERCIAL TEAM
NAVIGATION

FOOD TEAM/
CHEF NAVIGATION

CONSUMER NAVIGATION/
MENU GUIDE



OUR UNIQUE APPROACH TO BEER + FOOD PAIRING

DISCOVER THE 3CS

When a beer is paired with a particular taste sensation, it will give the consumer an enhanced experience.

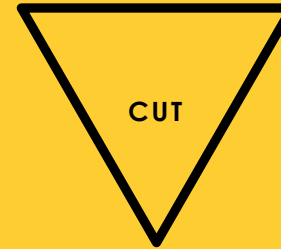
*This enhancement is described by experts, such as beer sommeliers, as **Complementing, Cutting or Contrasting**, or the “3Cs”*

This enables restaurants to deliver different types of experience around their food just through the beers paired with it.



**INTENSIFY
TASTE**

“INTENSIFIES THE
TASTE OF A DISH
THROUGH
HARMONISING
FLAVOURS”



**HARMONISE
FLAVOURS**

“BALANCES
RICHER DISHES TO
UNCOVER MORE
SUBTLE FLAVOURS”



**UNCOVER
SENSATIONS**

“BRINGS BOLD,
UNEXPECTED
FLAVOURS
AND SENSATIONS
TO A DISH”

We’ve created a straightforward description of each the 3Cs, to be used consistently in consumer-facing communications.

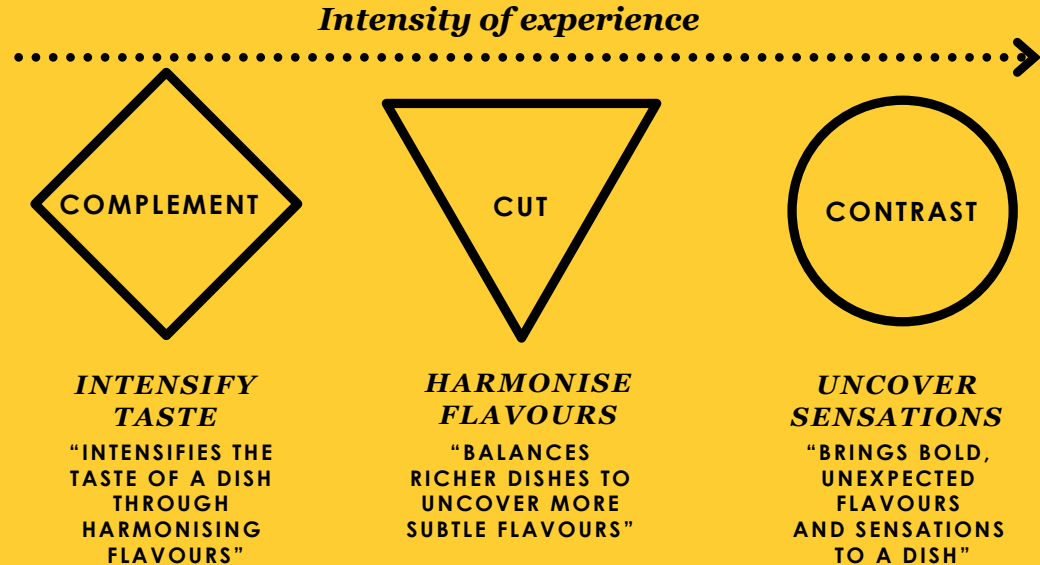
“Complement, Cut and Contrast” will not be used in most consumer facing communications.

OUR UNIQUE APPROACH TO BEER + FOOD PAIRING

SCALE OF INTENSITY

The relationship between Complement, Cut and Contrast can be thought of as increasing intensity of experience

The 3Cs are not literally meant to be used as a scale, nor do all three have to be always used together. e.g. if there is only one Guinness beer paired with one dish on a menu, you would only use the one, relevant “C” descriptor



It's not a rule, but more traditional outlets' consumers might well prefer a beer + food pairing that Complements the dish, whereas consumers at a more contemporary, or gastronomic venue might prefer the greater intensity of a Contrasting beer + food experience

THE PAIRING PROCESS

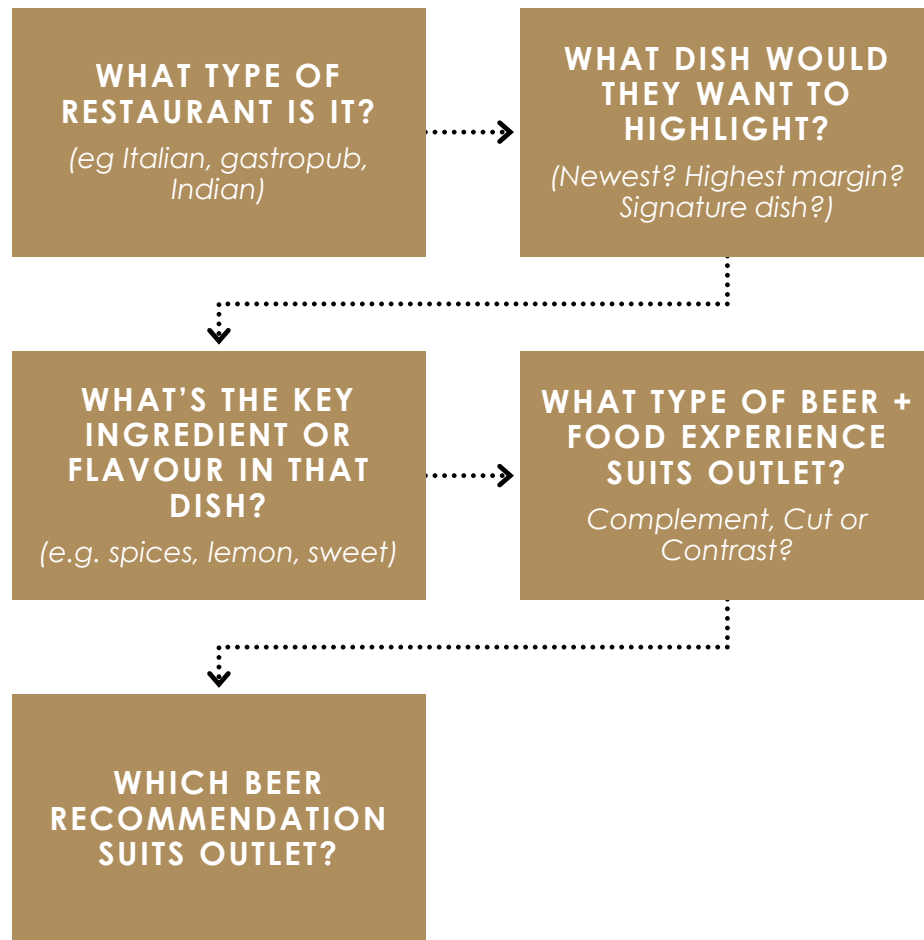


THE PAIRING PROCESS

THE PAIRING PROCESS

This framework is designed to make the process of recommending a beer to match to a customer's menu as straightforward as possible

We begin with the food and use our experts' recommendations to find interesting pairings with our beers by asking:



THE PAIRING PROCESS

THE PAIRING PROCESS - EXAMPLE

WHAT TYPE OF
RESTAURANT IS IT?

Traditional pub

WHAT DISH WOULD THEY
WANT TO HIGHLIGHT?

Chocolate fudge cake

WHAT'S THE KEY
INGREDIENT OR FLAVOUR
IN THAT DISH?

Chocolate = Sweet

WHAT TYPE OF BEER +
FOOD EXPERIENCE
SUITS OUTLET?

"Intensifies the taste
of a dish through
harmonising flavours"

COMPLEMENT

WHICH BEER
RECOMMENDATION
SUITS OUTLET?

Guinness Draught



CREATIVE
ASSETS



CREATIVE ASSETS

ALIGNING WITH FOOD-LED ON TRADE STYLES

WE WANT TO ENGAGE AND EXCITE CONSUMERS ABOUT THE EXPERIENCE OF DRINKING A GUINNESS BEER WITH THEIR MEAL – AND ORDER ONE!

When a beer is paired with a particular taste sensation, as explained above it gives the consumer an enhanced experience. This enhanced experience is described by experts as Complementing, Cutting or Contrasting.

Based on these principles, we have created a

FLEXIBLE DESIGN TEMPLATE

to reflect the enhanced taste experience when you combine beer and food.

This can be adapted and used by many different Food-led operators (pizza, Indian, traditional pub, Thai, gastropub, etc.), as it is flexible enough to accommodate a range of food styles



CREATIVE ASSETS

DESIGN PRINCIPLES

COMPLEMENT

CUT

CONTRAST

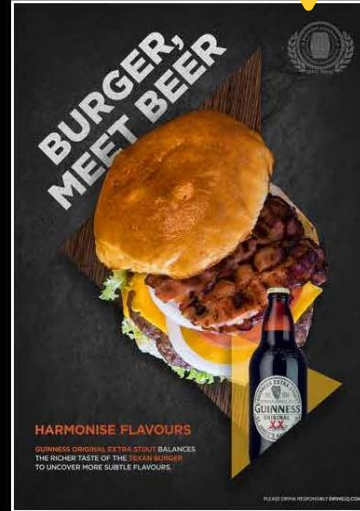
WE HAVE CREATED A KEY VISUAL TEMPLATE FOR EACH OF THE 3CS, TO PROVIDE VISUAL DIFFERENTIATION BETWEEN THE THREE TYPES OF FOOD AND BEER PAIRINGS.

Please note, this design language is not intended to be consumer facing. By that we mean consumers are not expected to decode that each shape treatment is a direct translation of either Complement, Cut or Contrast. It's a design language that we should adhere to, to vary the creative and ultimately elevate the visual experience.



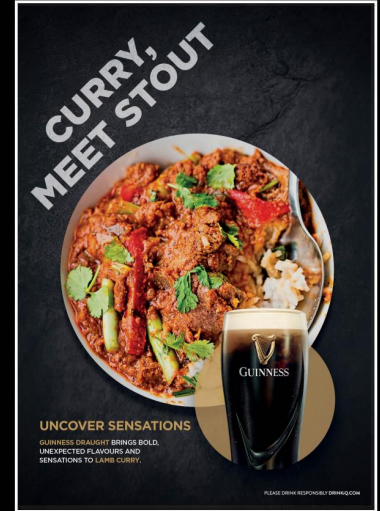
COMPLEMENT

Overlapping squares balance the layout in perfect harmony.



CUT

Triangular sharp shapes interact with each other to represent the uncovering of more subtle flavours.



CONTRAST

Inspired by Venn diagrams, circles combine to reflect new, bold and unexpected flavours.

OUR UNIQUE APPROACH TO BEER + FOOD PAIRING

KEY VISUAL EXAMPLES

BEEF, MEET STOUT



INTENSIFY TASTE

GUINNESS DRAUGHT INTENSIFIES THE TASTE OF BRAISED BEEF RIBS THROUGH HARMONISING FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKIQ.COM

FISH, MEET STOUT




UNCOVER SENSATIONS

GUINNESS DRAUGHT BRINGS BOLD, UNEXPECTED FLAVOURS AND SENSATIONS TO CALAMARI RINGS.

PLEASE DRINK RESPONSIBLY DRINKIQ.COM

CURRY, MEET STOUT



UNCOVER SENSATIONS

GUINNESS DRAUGHT BRINGS BOLD, UNEXPECTED FLAVOURS AND SENSATIONS TO LAMB CURRY.

PLEASE DRINK RESPONSIBLY DRINKIQ.COM

OUR UNIQUE APPROACH TO BEER + FOOD PAIRING
KEY VISUAL EXAMPLES

MAC 'N' CHEESE, MEET STOUT

INTENSIFY TASTE
 GUINNESS DRAUGHT INTENSIFIES THE TASTE OF MAC 'N' CHEESE THROUGH HARMONISING FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKQ.COM

DUCK, MEET STOUT

INTENSIFY TASTE
 GUINNESS DRAUGHT INTENSIFIES THE TASTE OF ROAST DUCK THROUGH HARMONISING FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKQ.COM

CHOCOLATE, MEET STOUT

INTENSIFY TASTE
 GUINNESS DRAUGHT INTENSIFIES THE TASTE OF CHOCOLATE MOUSSE CAKE THROUGH HARMONISING FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKQ.COM

OUR UNIQUE APPROACH TO BEER + FOOD PAIRING
KEY VISUAL EXAMPLES

**FISH,
MEET STOUT**

WHEAT SHEAF
EST. 1859

INTENSIFY TASTE
 GUINNESS DRAUGHT INTENSIFIES THE TASTE OF FISH AND CHIPS THROUGH HARMONISING FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKIQ.COM

**BURGER,
MEET BEER**

HARMONISE FLAVOURS
 GUINNESS ORIGINAL EXTRA STOUT BALANCES THE RICHER TASTE OF THE TEXAN BURGER TO UNCOVER MORE SUBTLE FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKIQ.COM

**STARTER,
MEET PORTER**

RAVIOLI'S
COURSE RESTAURANT

INTENSIFY TASTE
 WEST INDIES PORTER INTENSIFIES THE TASTE OF BRUSCHETTA COURSE THROUGH HARMONISING FLAVOURS.

PLEASE DRINK RESPONSIBLY DRINKIQ.COM

LANDSCAPE
ADAPTS



LANDSCAPE ADAPTS

KEY VISUAL EXAMPLES



The advertisement features a central image of a plate of chicken tikka masala with naan bread, set against a dark background. The text "CURRY, MEET LAGER" is written diagonally across the top left. In the top right corner, the "The Village Tandoor" logo is visible. To the right of the food, a glass of beer and a bottle of Hop House 13 Lager are shown. Below the beer, the text "INTENSIFY TASTE" is written in red, followed by a paragraph: "HOP HOUSE 13 INTENSIFIES THE TASTE OF CHICKEN TIKKA MASALA THROUGH HARMONISING FLAVOURS." At the bottom right, the text "PLEASE DRINK RESPONSIBLY DRINKIQ.COM" is displayed.

CURRY, MEET LAGER

The Village Tandoor

INTENSIFY TASTE

HOP HOUSE 13 INTENSIFIES THE TASTE OF CHICKEN TIKKA MASALA THROUGH HARMONISING FLAVOURS.

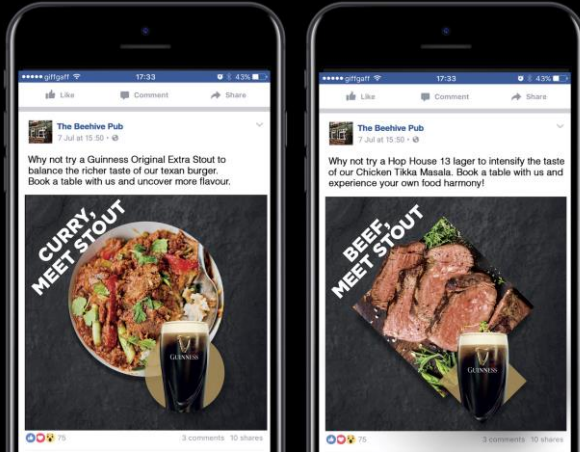
PLEASE DRINK RESPONSIBLY DRINKIQ.COM

TOUCHPOINT
ADAPTS



TOUCHPOINT ADAPTS

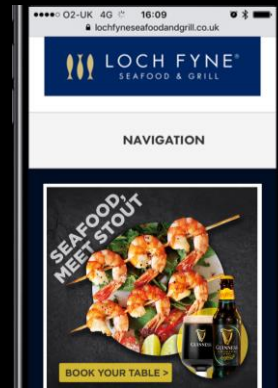
CUSTOMER SOCIAL POSTS



MOBILE WEB SQUARE HEADER

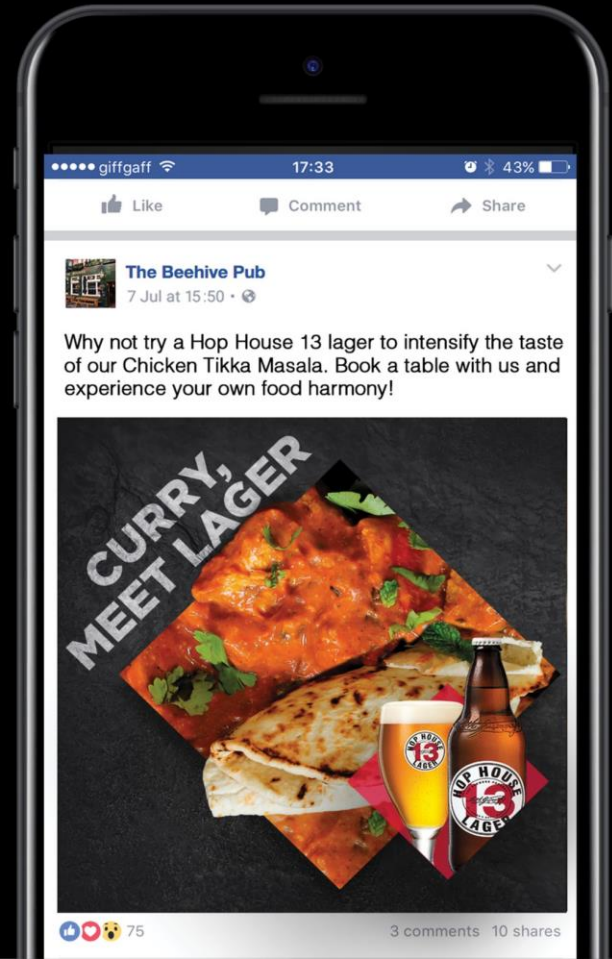
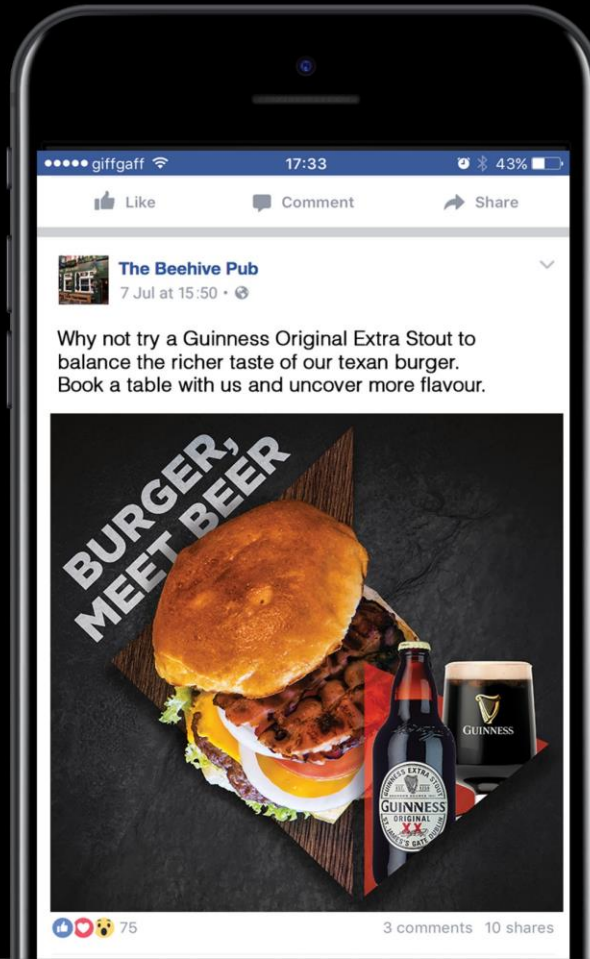


CUSTOMER WEBSITE HEADER



TOUCHPOINT ADAPTS

CUSTOMER SOCIAL POSTS



TOUCHPOINT ADAPTS

THREE-SIDED TENT CARD (THREE COURSE MENU)



MECHANICS

BEER FLIGHT: EXAMPLE SOCIAL TOUCHPOINT

Note: Mechanics are for internal use by the Diageo Commercial team. Each mechanic should be developed and customised in partnership with key customers.



MECHANICS

BEER FLIGHT: EXAMPLE MENU TOUCHPOINT



Note: Mechanics are for internal use by the Diageo Commercial team. Each mechanic should be developed and customised in partnership with key customers.

STAFF EDUCATION AND TOUCHPOINTS

STAFF LANYARD

During the staff briefing (which should include a sample tasting of the pairing), wait staff will be informed of the hero dishes on the menu that have been expertly paired with a Guinness beer.

The staff lanyard will provide the reminder and support they need so that when they hear a customer ask for a hero dish on the menu, they are prompted to recommend a perfectly paired beer.

**RECOMMEND A BEER
EXPERTLY PAIRED****BRUSCHETTA**

WEST INDIES PORTER INTENSIFIES THE TASTE OF BRUSCHETTA THROUGH HARMONISING FLAVOURS.

**MOCHA COFFEE MOUSSE**

HOP HOUSE 13 BRINGS BOLD, UNEXPECTED FLAVOURS AND SENSATIONS TO THE MOCHA COFFEE MOUSSE.

**RECOMMEND A BEER
EXPERTLY PAIRED****FISH & CHIPS**

GUINNESS DRAUGHT INTENSIFIES THE TASTE OF FISH AND CHIPS THROUGH HARMONISING FLAVOURS.

**WAGU BURGER**

GUINNESS EXTRA STOUT BRINGS BOLD, UNEXPECTED FLAVOURS AND SENSATIONS TO THE WAGU BURGER.

MECHANICS



FOOD + BEER PAIRING MECHANICS

	MECHANIC 1: SET MENU	MECHANIC 2: BEER FLIGHT	MECHANIC 3: SHARING PLATTER
BEER SERVES	1 bottle or pint (draught)	Tasting menu with a different beer for each dish ½ a 330ml bottle per dish	2 beers
DISHES	Starter, Main & Dessert	3x smaller size dishes served consecutively	Sharing platter of 4 smaller dishes
PRICE MECHANIC	3x courses with a beer for £XX	3x dish tasting menu for £XX	Sharing platter + 2 beers for £XX
NOTES FOR MECHANIC CREATION	All 3Cs should be covered; one for each course Set price	Minimum two people – to share each bottle All 3Cs should be covered; one for each course Set price	Four glasses provided so each bottle is shared between two Set price
BENEFIT TO CUSTOMER	Increases purchases of starters and desserts	Distinctive footfall driving experience, trade up from standard main course	Distinctive footfall driving experience, trade up from standard main course
BENEFIT TO CONSUMER	Experience how one beer can pair differently with 3x courses	Discovery, enhanced “foodie” experience	Casual shared experience, makes choice simpler

Note: Mechanics are for internal use by the Diageo Commercial team. Each mechanic should be developed and customised in partnership with key customers.

SET MENU: EXAMPLE

3 COURSES WITH A BEER FOR £XX

One beer, paired three ways for a new meal experience

Example Menu:

BEER: *Hop House 13*

STARTER: *Garlic Chilli Prawns*

Hop House 13 intensifies the taste of Garlic Chill Prawns through harmonising flavours

MAIN: *Beefburger*

Hop House 13 balances the rich taste of our Beefburger to uncover more subtle flavours

DESSERT: *Mocha Coffee Mousse*

Hop House 13 brings bold and unexpected flavours and sensations to Mocha Coffee Mousse

Note: Mechanics are for internal use by the Diageo Commercial team. Each mechanic should be developed and customised in partnership with key customers.

	MECHANIC 1: SET MENU
BEER SERVES	1 bottle or pint (draught)
DISHES	Starter, Main & Dessert
PRICE MECHANIC	3x courses with a beer for £XX
NOTES FOR MECHANIC CREATION	All 3Cs should be covered; one for each course Set price
BENEFIT TO CUSTOMER	Increases purchases of starters and desserts
BENEFIT TO CONSUMER	Experience how one beer can pair differently with 3x courses

THANK YOU



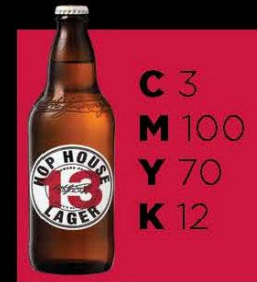
CREATIVE GUIDELINES

Beer brand

COLOUR REFERENCES

THE COLOURS USED IN THE
 SUBLINE, DESCRIPTOR AND
 GRAPHIC SHAPES HOLDING
 THE BEER SERVES, SHOULD
 ALWAYS REFLECT THE BEER
 DISPLAYED

Here is a CMYK breakdown
 of each brand colour



OUR TEAM OF BEER SOMMELIERS

GUINNESS IS THE ONLY BEER BRAND TO HAVE A DEDICATED TEAM OF TRAINED BEER SOMMELIERS TO HELP US UNDERSTAND THE COMPLEXITY OF OUR BEERS AND FLAVOURS. WITH EXPERT KNOWLEDGE AND PASSION BEHIND THE SCIENCE AND ART OF FLAVOURS AND PAIRINGS, THEY ARE AVAILABLE FOR YOU TO TAP IN TO FOR TRAINING, WORKSHOPS AND Q&AS. THIS WILL HELP YOU GET STARTED ON YOUR FOOD JOURNEY.



OUR TEAM OF QUALIFIED EXPERTS IS IN PLACE TO HELP

WE HAVE A TEAM OF QUALIFIED EXPERTS ALREADY IN PLACE TO SUPPORT YOU ON YOUR FOOD JOURNEY; FROM PAIRING SUGGESTIONS AND MENU CREATION TO TRAINING AND BRAINSTORMING SESSIONS. WE HAVE YOU COVERED.



GUINNESS GLOBAL BRAND TEAM

Toolkits, content, training materials, flavour maps, influencer guidelines and research



REGISTERED BEER SOMMELIER AND BEER AND FOOD SPECIALIST IAN COLGAN

Pairing suggestions, training, tasting & inspiration sessions, hosting supper clubs and influencer events



HEAD CHEF SEAN HUNTER

Menu creation, flavour mapping, brainstorming



HEAD BREWER AND QUALIFIED SOMMELIER PETER SIMPSON

Passion and insight into the flavours and brewing of our beers



ARCHIVIST FERGUS BRADY

inspiration on heritage and the history of food across a range of foods, access to old recipes and inspirational narratives.