



DIAGEO GB LAUNCHES PLATFORM TO HELP TRADE WITH KEG DESTRUCTION

- Using the MyDiageo platform outlets will be able to register broached & unbroached keg volumes
- Diageo will then work with RTM partners to ensure fresh stock is available when the trade re-opens.

7th May 2020 : Diageo is launching a new process that will allow the safe retrieval of kegs from cellars when the trade reopens. Using their web-based platform MyDiageo, outlets will be able to provide information detailing the number of broached & un-broached kegs they currently have in their cellars. Diageo will work with wholesale partners to provide fresh stock for unbroached kegs on reopening. Diageo will work with HMRC to claim back the duty on broached kegs, passing back to the outlet via their route-to-market.

The platform will be live at 10am on the 1st June, outlets are encouraged to register with MyDiageo ahead of time.

Outlets can create an account and login at www.mydiageo.com. Details on your keg stockholding can be registered from 1st June.

Melissa Wisdom – On Trade Director, Great Britain said: *“Following on from the announcements on the Guinness pledge & bar tender support campaigns through MyDiageo, we are today announcing a simple process to facilitate the return of broached & un-broached kegs. We are focused on ensuring a consistent and high-quality service to the trade and the Guinness Quality team remain available to support our customers throughout this challenging time for the trade”*