

DIAGEO  
**CHATEAU & ESTATE**  
 WINES

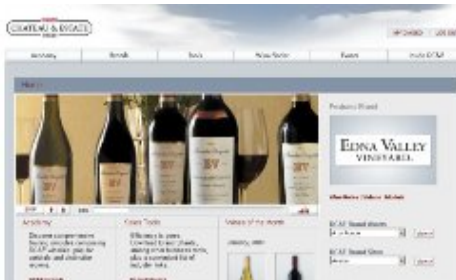


## Launched! The New DC&E Wine Academy

The DC&E Digital Strategies Team is excited to present the latest revision of the Diageo Wine Academy (DWA), now residing at [www.diageowineacademy.com](http://www.diageowineacademy.com). Virtually a mini-portal, DWA can be your go-to site for items such as brand sheets, sell sheets, wine notes and for the first time, VIDEO!

The Diageo Wine Academy has been a model for others within Diageo Plc. DC&E was the first team to embrace web-based brand and sales education for distributors and Diageo employees globally. Tasked with developing meaningful, consistent, and replicable brand communication skills training for on-premise and off-premise sales opportunities, Digital Strategies has proven successful, with more than sixty thousand modules completed by five thousand participants within two years. The visionary efforts of DC&E have led to worldwide adoption of the Academy platform by multiple Diageo spirits groups (Reserve, Brand Passion, Diageo Ways of Selling and Skills) and Drinkwell - the Zagat/Diageo partnership program.

Follow us on a mini-tour:



The Academy page -

- Access brand training, such as the new Sterling Vineyards module
- Explore our portfolios like Rutherford Wines
- Attain new skills for selling Diageo's broad portfolio of wines

The Brands pages - specific to each brand [NEW!]

- Access wine notes, videos and brand sheets
- Links to training modules, consumer-facing sites, other brands

The Tools page -

- Download brand sheets, sell sheets [NEW!], the Pocket Ambassador [NEW!], presentations, procedures, podcasts and maps
- View a list of wine-related industry links [NEW!]

## TABLE OF CONTENTS

- **Sterling Silver Compliments Oscar Gold Once More**
- **Just in: From the Viticulture Corner**
- **DC&E in the Spotlight at 18th Annual Boston Wine Expo**
- **DC&E Participates in a "Zinful" Weekend at ZAP**
- **Halo is bringing Diageo Colleagues Closer**
- **DC&E Social Hour Kicks Off Black History Month**
- **Launched! The New DC&E Wine Academy**
- **Tobin's Corner: What a Difference a Day Makes**
- **Personnel Announcements**
- **February Birthdays**
- **February Anniversaries**

Front Page

#### The Wine Finder -

- Search the DC&E portfolio by brand, varietal, price, region, taste profile, and competitor brands [UPDATED!]
- Print customized presentation page for resulting wines

#### The Events page [NEW!] -

- Get involved by participating in fun and educational DC&E events

#### Inside DC&E -

- Stay up-to-date with wine-related news, press releases and BestPress
- Visit the wine blog to read your colleague's creative ideas and post your own

#### My Diageo -

- Track your personal training accomplishments
- Run reports by distributor group, employee group or regional groups
- Export reports to Excel [NEW!]

Employees are tasked to complete training modules each fiscal year, so be sure to visit DWA, especially to view the new Sterling Vineyards, Georges de Latour Private Reserve Winery and Edna Valley Vineyard modules.