

SUNTORY
GLOBAL SPIRITS

Corporate Brand Guidelines

ON THE ROCKS™
PREMIUM COCKTAILS



THE
YAMAZAKI
SINGLE MALT
WHISKY



JIM BEAM®
Makers Mark®



LAPHROAIG.

TRES GENERACIONES®
TEQUILA

Welcome

Suntory Global Spirits is a world leader in premium spirits with a passion for delivering brilliant experiences for people around the world through our incredible portfolio of brands. Our corporate brand is a symbol and a reflection of everything we do across our business, from our values and our commitment to quality, craftsmanship and sustainability, to our inclusive, winning culture.

These guidelines codify our goals for the Suntory Global Spirits brand, including our brand strategy and principles for creative expression and execution. If we each familiarize ourselves with these guidelines, we'll build a shared understanding of the brand we want to create and prepare more consistent and distinctive materials.

Reference this guide any time you refer to or use the Suntory Global Spirits brand - including press releases, digital media and event materials.



Contents

Our Role in the Suntory Family

Part of the Suntory family

05

Brand Strategy

Brand platform
Brand narrative

07
08

Verbal Brand Identity

Key messages
Our voice dos and don'ts
Tone of voice
Voice techniques

10 Examples
11 How we modulate
12
13

14
15

Visual Brand Identity

Logo
Typography
Color
Photography

17 Iconography and illustration
23 Layout
27 Applications
31 Legal mandatories

35
39
44
51

Contact Details

For more information

52



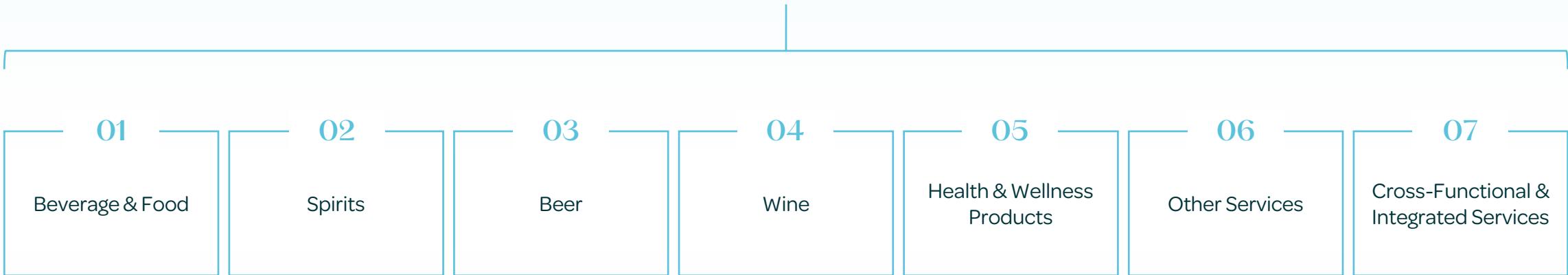
01.

Our Role in the Suntory Family

Part of the Suntory family

Suntory is world-renowned for delivering quality and excellence across a range of sectors and is sustained by the gifts of nature and water. By offering the highest quality products, Suntory Group has become a household name worldwide, embodying tradition while continually pushing the boundaries of excellence.

suntory



02.

Brand Strategy

Suntory Global Spirits Brand Platform

Brand purpose

The framework that guides the actions, communications, and experiences of the brand internally and externally.

Brand promise

We embrace the wonders of nature to craft brilliant experiences.

Brand beliefs

01

Nature is our most precious ingredient.

02

Great craftsmanship requires a unique perspective.

Brand values

*Growing for Good
Yatte Minahare
Giving Back to Society*

03

Curiosity, innovation and creating the unexpected is in our blood.

04

Our success is measured by the environment and community we build around us.

Suntory Global Spirits Narrative

*Nature is full of brilliant, breathtaking contrasts.
The flow of water. The strength of wood.
The heat of fire. The chill of ice.*

When the right ingredients come together, they can create something beautiful. We find unexpected beauty in the rich interplay of our many cultures, and in conversations where diverse thinking interacts to create something new.

Taking bold steps forward, while treading lightly on the earth, we craft the brilliance of nature into breathtaking experiences of our own.

Our experiences combine the familiar and the new, uniting memory and tradition with moments of surprise and delight. We embrace the wonders of nature to craft brilliant experiences.

We're Suntory Global Spirits.



03.

Verbal Brand Identity

Key messages

Messaging is **what we say** – tone of voice is **how we say it**.

These key messages identify the most important things we want to communicate. Look for a natural harmony between the topic you are writing about and one (or more) of these themes.

THEME 1: NATURE

Let nature take the lead

Nature is a core part of our story. Show us caring for the purest natural ingredients. Tell stories about how different landscapes have inspired us.

Our work is intrinsically connected to caring for nature—we don't have a business without it.

THEME 2: CRAFT

Craft starts with contrast

Look for opportunities to highlight unique and inspired combinations. Then explain how we refine and unify these elements.

This can be combinations of different flavors or ingredients, but it can also be multiple people's perspectives coming together to create an interesting dialog.

THEME 3: INNOVATION

Try something new

Celebrate the moments when we try something new or transport people with flavor.

Just as we innovate new products, our careers take us in new directions as we learn and grow.

THEME 4: TASTE

We create taste

Elevate the act of creation and the excitement of sharing tastes with the market.

We are the makers of great taste, able to recognize a great flavor and introduce it to new markets.

Our work is exciting because we are creating the traditions of tomorrow.

Our Voice dos and don'ts

Being a premium brand doesn't mean being stiff, corporate, or boring—instead, we want to come across as real people who care deeply about our craft and are inspired by nature.

Do:

Be warm, conversational and approachable (in other words, write like a human who cares).

Capture the imagination and stimulate curiosity (for example, choose interesting words, or ask intriguing questions).

Convey the brilliance and vibrancy of life—this could be anything from referencing color and the natural world, to using metaphors, or highlighting human reactions.

Convey the excitement and energy that comes with doing great work and uncovering new possibilities.

Don't:

Don't be stiff, formal or aloof. But also, don't be overly friendly and use a lot of exclamation marks. Find a balance that establishes us as approachable experts.

Don't rely on corporate jargon and clichés.

Don't be chest-beating; it's not all about us but the amazing places we can take you.

Don't create long, dense text—keep things moving.

Tone of voice

Tone of voice is the unique way of writing that helps make the Suntory Global Spirits brand distinctive, no matter where or when we appear. Follow these three simple goals (alone or together) to help focus written material in the Suntory Global Spirits style.

VOICE GOAL 1

Intrigue with
nature

VOICE GOAL 2

Excite with
discovery

VOICE GOAL 3

Feel the impact
of craft

Our voice techniques

Our voice goals serve us well as high-level direction. But they also unlock specific writing techniques that can help any writer bring that direction to life in the world.

Once you know which of our goals you're focused on for a given application, you can refer to this page (or to the expanded voice guidelines) to find techniques you can quickly pick up and use.

VOICE GOAL 1

Intrigue with nature

Zoom in on nature. Take a small observation on nature and connect it to big results.

Use a natural metaphor. Draw a comparison between nature and our business.

Signal continual growth. Use “-ing” verbs that signal organic, continuous growth and refinement.

VOICE GOAL 2

Excite with discovery

X meets Y. Point out a creative tension and ask the reader to ponder the results.

Shift a commonly held perspective. Start by saying what something isn't. Then clarify in a way that offers deeper insight.

Cross-pollinate. Bring in a word or two from another region to demonstrate our breadth of knowledge and diverse offerings.

VOICE GOAL 3

Feel the impact of craft

Set the stage for craft. Sensory details transport readers behind the scenes. Simple rhythms and onomatopoeia help create the feeling of being present in our workspaces and processes.

Tell the backstory. Start with an achievement; then tell the story of what it took to get there.

React to sensation. Whether visceral or emotional, use a human reaction to create a deeper association with an experience.

Examples

VOICE GOAL 1

Intrigue with nature

Water is the most essential ingredient in our business. And a vital resource for our communities.

Zoom in on nature to make a broader point about sustainability or quality. Highlight our appreciation for nature as foundational to our premium spirits brands.

Always creating. Always evolving. At Suntory Global Spirits, the possibilities for growth never stop.

Signal continual growth by stringing together gerunds ("ing" words) or other verbs that create a sense of rhythm.

VOICE GOAL 2

Excite with discovery

Legent celebrates the mastery of collaboration between whisk(e)y legends. The best of East meets West.

Make X meet Y to show the creative tension that fuels Suntory Global Spirits and the innovative results that come with it.

We are relentlessly focused on quality. We believe the best is never good enough.

Shift a commonly held perspective to make the reader look again—and show what gives Suntory Global Spirits a competitive advantage.

VOICE GOAL 3

Feel the impact of craft

Challenge convention and pursue bold goals. Today and every day. Because we have a pioneering spirit.

Set the stage for craft by grounding the reader in times, places and sensory details, helping them feel present in our unwavering commitment to quality.

We use the purest water and the finest grain to make the world's best tasting whisky.

Bring flavors to life to showcase the best results of Suntory Global Spirits' dedication to craft and the experience people will have when they try our products.

How we modulate our voice

We have voice goals for the same reason people have different ways of speaking.

Just as a person behaves a bit differently in a board room than they do on vacation, we are able to modulate our voice to fit different situations. However, we never lose a central sense of our personality.

Voice is never set in stone. No matter which goal you're focused on, you'll need to intrigue, excite, and celebrate craft no matter what else you're doing.

Is it time to get serious and show people what you stand for? You might **intrigue with nature** to elevate your story and your style.

- ◆ **Prospective customers**
- ◆ **Thought leadership**
- ◆ **Brand story**
- ◆ **Sustainability efforts**

Need to sound accessible? Conversational? Bring the reader along with you? You might **excite with discovery** to keep them feeling involved.

- ◆ **Social media**
- ◆ **Employee spotlights**
- ◆ **Website storytelling**
- ◆ **Video VO**

Looking for a quick, memorable moment? Focus on **feeling the impact of craft**. This type of writing helps ground us in universal sensations.

- ◆ **Advertising events**
- ◆ **Headlines**
- ◆ **Press releases**
- ◆ **Innovation messaging**

04.

Visual Brand Identity

Logo

Overview

Our logo combines the iconic Suntory parent brand water mark, locked up with “Global Spirits” to create a clear and concise logo.

This combination clearly displays our relationship to the Suntory brand, while also communicating our offer as a line of business.

We chose the name **Suntory Global Spirits** because...

- **It elevates our global footprint** and keeps focus on what sets the brand apart.
- **It conveys the breadth of our offer.** We'll always be home to many types of spirits brands.,
- **It contains an emotional cue.** We don't just make spirits—we also raise them worldwide.

When you use it written externally, avoid abbreviating to SGS or shortening the name in other ways. It's essential to maintain Suntory Global Spirits as distinct from Suntory to avoid confusion.

Parent brand water mark



Global line of business

Color variations preferred

Our primary logo color is Suntory Water Blue. White and black are also acceptable when legibility of the Primary logo is reduced due to the background on which it resides.

Primary logo: Suntory Water Blue

Secondary logos: White, Black

The primary logo should be used on white or very light backgrounds, please use the secondary logos for other backgrounds.

PRIMARY



SECONDARY



Parameters

Centering

Always use a visual center of the logo.
Note: this affects the clear space specification on the right side of the logo.

Clear space

The logo clear space is derived from the height of the Suntory wordmark. Do not allow copy or distracting elements to breach the clear space.

Minimum size

On-screen and print minimums differ in specification and are meant to be approximate guides. As a general rule, simply ensure the logo is either print feasible or legible on screen whenever reproduced.

Lock-ups

Avoid using the logo in lock-ups or in conjunction with other logos. Our corporate logo should be used as a standalone design element. If you have questions regarding logo usage, please contact the corporate brand team (p. 52)



SUNTORY
GLOBAL SPIRITS



Position

There are no hard rules to the logo position. However, preferred treatments are shown here. Alternate positions are also acceptable if the layout requires them.

Primary:

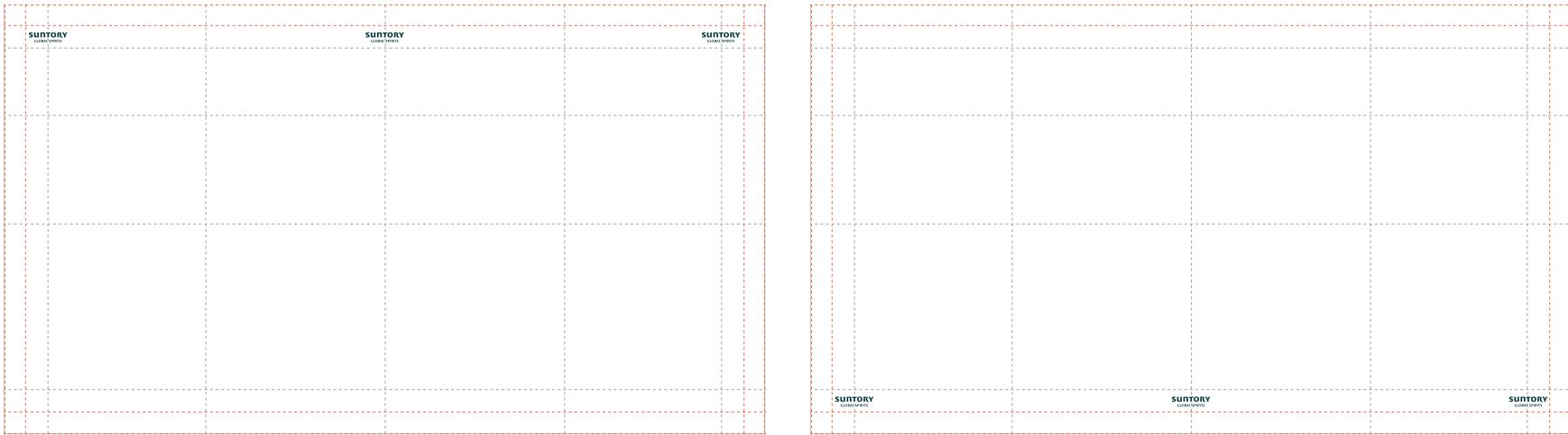
Top left, top center, and top right

Secondary:

Bottom left, bottom center, and bottom right

Large treatments:

Center



Misuse of logo



✗ Do not tilt the logo



✗ Do not stretch or skew the logo



✗ Do not recolor the logo



✗ Do not place the logo over a pattern or disruptive background

We **SUNTORY** are

✗ Do not use inside a sentence.



✗ Do not add elements to the logo.

Typography

Overview

Our typography approach highlights the personality and sophistication of our brand.

Headlines

Our primary typeface, PP Hatton Medium, references the shape language of our Suntory brand logo. Precise angles and organic curves speak to the delicacy and craft of our spirits.

Body Copy

Our secondary typeface, Omnes, simply accents our headlines. Gentle geometric forms complement and highlight the unique forms of our headlines.

Craft brilliant experiences

AaBbCc0123456789

Inspire the brilliance of life, by creating rich experiences for people, in harmony with nature.

Hierarchy

The ratios shown on this page are meant as a general guide or starting point. For more expressive headlines, the size can be increased from this standard setup.

As a general rule, headline point size is 3x the point size of the body copy.

Ex: Headline 42pt, Body 14pt

AaBbCc

AaBbCc0123

Headline

PP HATTON MEDIUM
30pt, Line spacing 0.9

Subhead

OMNES
18pt, Line spacing 0.9

Column headline

PP HATTON MEDIUM
20pt, Line spacing 0.9

Body Copy – lorem ipsum dolor sit amet, diam nonummy nibh euismod tincidunt lorem ipsum.

- ◆ Duis autem vel eum iriure in hendrerit ipsum lorem vulputate ipsum adipiscing elit.

OMNES
10–14pt, Line spacing 0.9
Diamond-shaped bullet point set

Alternate system fonts

Our alternate system fonts are for use when it's not possible to use our preferred brand fonts. Common occasions are shared office software documents such as PowerPoint.

Use these alternate system fonts with the same hierarchy approach as our preferred brand fonts found on page 25 of this document.

Headlines

Sakkal Majalla

Body Copy

Euphemia

ALTERNATE HEADLINE, SAKKAL MAJALLA

Craft brilliant experiences

AaBbCc0123456789

ALTERNATE BODY COPY, EUPHEMIA

Inspire the brilliance of life, by creating rich experiences for people, in harmony with nature.

Color

Palette

Suntory Water Blue

Our iconic brand color, Suntory Water Blue functions as our key highlight of color in compositions. Suntory Water Blue can also be used in layouts to draw attention to elements.

Shore & Pine

Shore and Pine are muted tones used in the palette to allow us to flex our compositions for lighter and darker moments.

Earth & Fire

Additional accent colors Earth and Fire can bring interest to compositions and help differentiate elements when needed.

Char & Smoke

Additional neutrals to use when needed as an alternate to black and white

In addition, suggested color pairings are shown to the right.

Suntory Water Blue

Shore

Pine

Earth

Fire

Char

Smoke



Specifications

When using our colors, always use the values specified here. For digital work, always use the RGB values as provided; do not rely on computer generated eyedropper values.

For print applications, match to Pantone targets.

Do not use color references or values from files that have been converted automatically between color modes.

CMYK Colors

In CMYK printing, some Suntory colors will match their RGB versions better than others. A simulation of the CMYK equivalent of each color is shown in the lower right of each swatch here. These simulations illustrate the anticipated difference between our colors in RGB and CMYK.



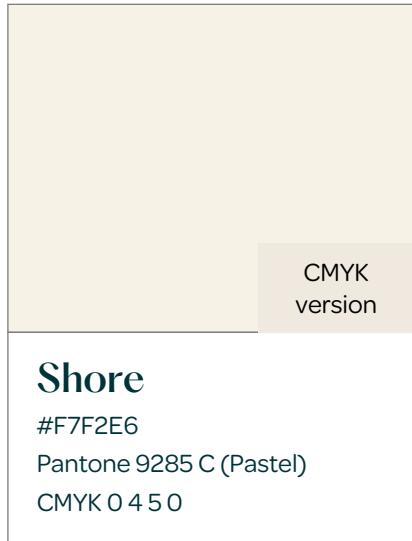
Suntory Water Blue

#5BC2DC
Pantone 637 C
CMYK 60 0 13 0



Pine

#003339
Pantone 547 C
CMYK 99 31 34 90



Shore

#F7F2E6
Pantone 9285 C (Pastel)
CMYK 0 4 5 0



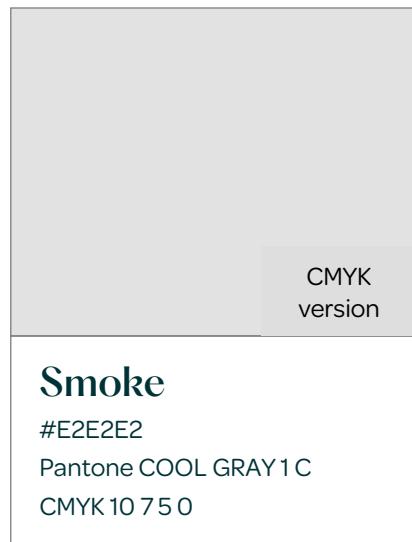
Fire

#E78B28
Pantone 2428 C
CMYK 0 45 97 0



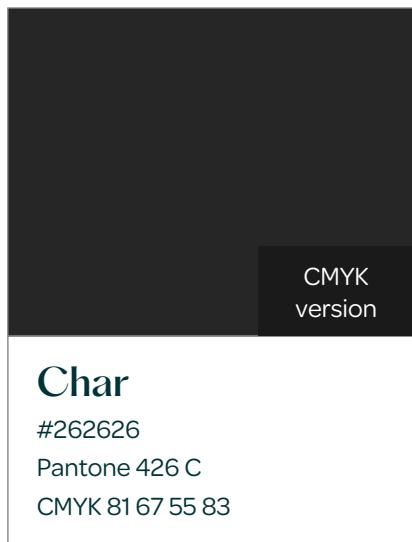
Earth

#7F3131
Pantone 202 C
CMYK 0 98 58 44



Smoke

#E2E2E2
Pantone COOL GRAY 1 C
CMYK 10 7 50



Char

#262626
Pantone 426 C
CMYK 81 67 55 83

Online accessibility

Color pairings from our color palette have been evaluated for compliance with the best practices for online accessibility as defined in the Web Content Accessibility Guidelines (WCAG) at www.w3.org.

The table here shows the accessibility ratings of every combination of colors in our palette.

Preferred color pairings

Our preferred color pairings (indicated in blue in the table) are rated AAA compliant for normal text.

Note on ADA compliance

Only functional content is governed by accessibility requirements. Logos, illustrations and static visual expressions are not required to comply with specific contrast ratios.

Text Background	White #FFFFFF	Shore #F7F2E6	Smoke #E2E2E2	Suntory Water Blue #5BC2DC	Fire #E78B28	Earth #7F3131	Pine #003339	Char #262626	Black #000000
White #FFFFFF	--	--	--	--	--	AAA	AAA	AAA	AAA
Shore #F7F2E6	--	--	--	--	--	AAA	AAA	AAA	AAA
Smoke #E2E2E2	--	--	--	--	--	AA	AAA	AAA	AAA
Suntory Water Blue #5BC2DC	--	--	--	--	--	AA18	AA	AAA	AAA
Fire #E78B28	--	--	--	--	--	AA18	AA	AA	AAA
Earth #7F3131	AAA	AAA	AA	AA18	AA18	--	--	--	--
Pine #003339	AAA	AAA	AAA	AA	AA	--	--	--	--
Char #262626	AAA	AAA	AAA	AAA	AA	--	--	--	--
Black #000000	AAA	AAA	AAA	AAA	AAA	--	--	--	--

Photography

Overview

Our photography highlights the beauty of nature, the craft that goes into creating our products, and the people that make it all happen.

Photography is authentically captured, and showcases a moment frozen in time. Diverse environments spotlight the truly global portfolio of our products and how Suntory Global Spirits brings it all together.

Playful shifts in scale create contrast in our visuals, and allow us to speak more broadly when needed, or be more focused on craft.

We've broken our photography style down into two categories: Craft and Culture.

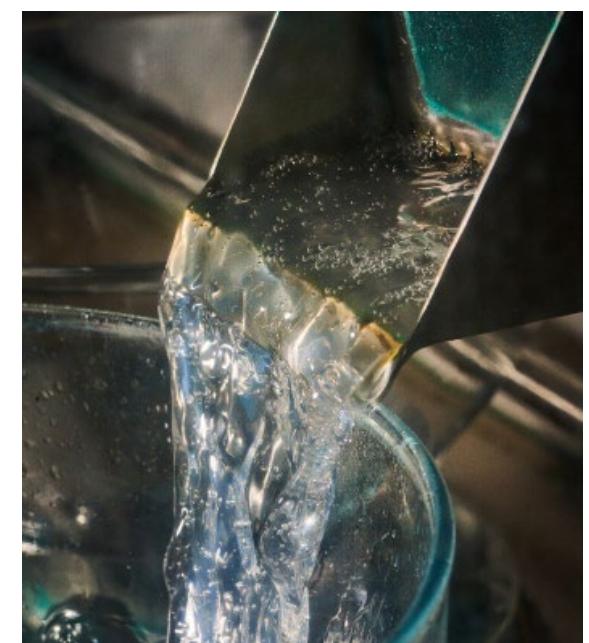
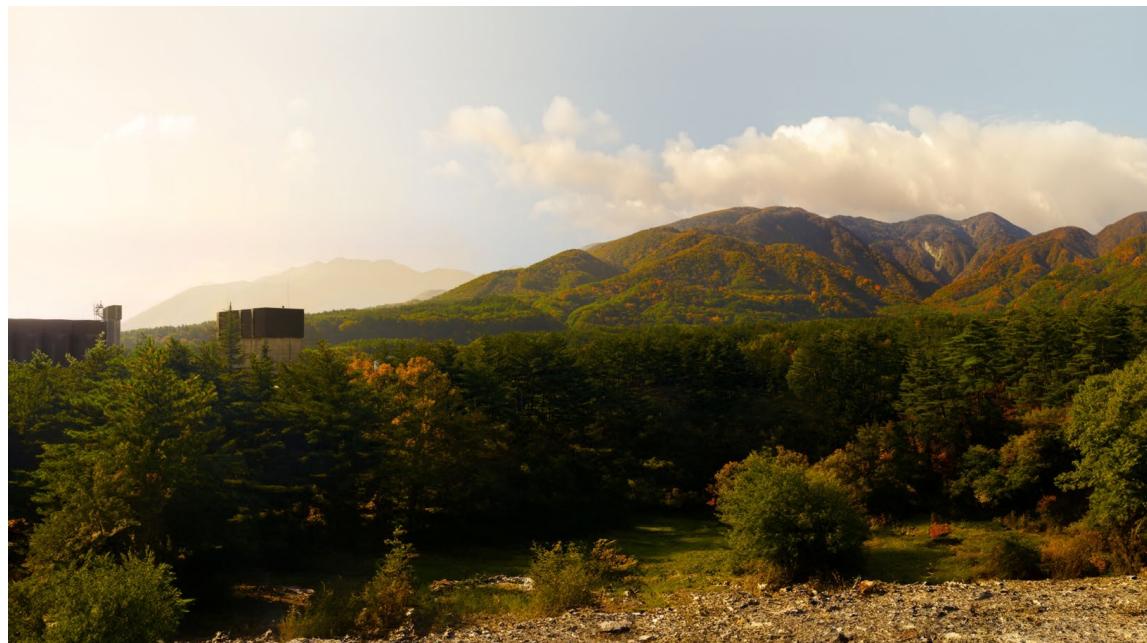
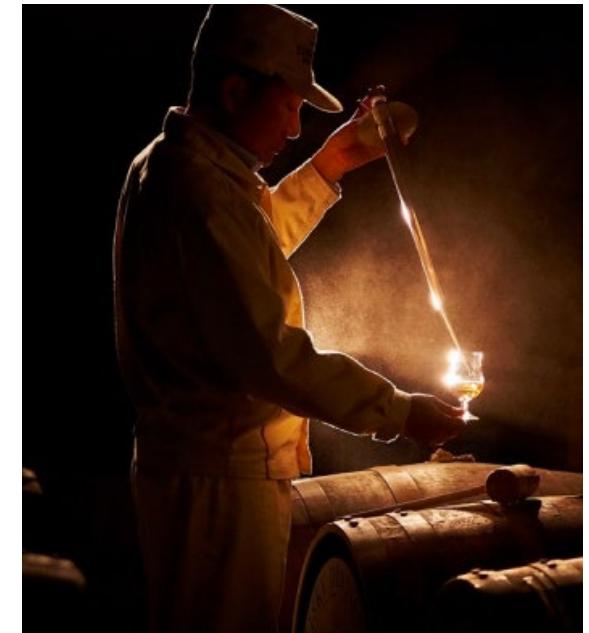
Art Direction:

Diversity (of People & Place)
Authenticity
Detail & Clarity
Warmth & Sincerity



Craft

This category of our photography highlights our products, the intricacies of their creation, and the beautiful diverse environments they originate from.



Highlights:

Big Picture & Details
Beauty of Nature
Spotlight on Craft

Culture

This category of our photography speaks to both the people that create our products and those that consume them.

Our vibrant employee culture is center stage as we highlight the people behind our products.



Highlights:

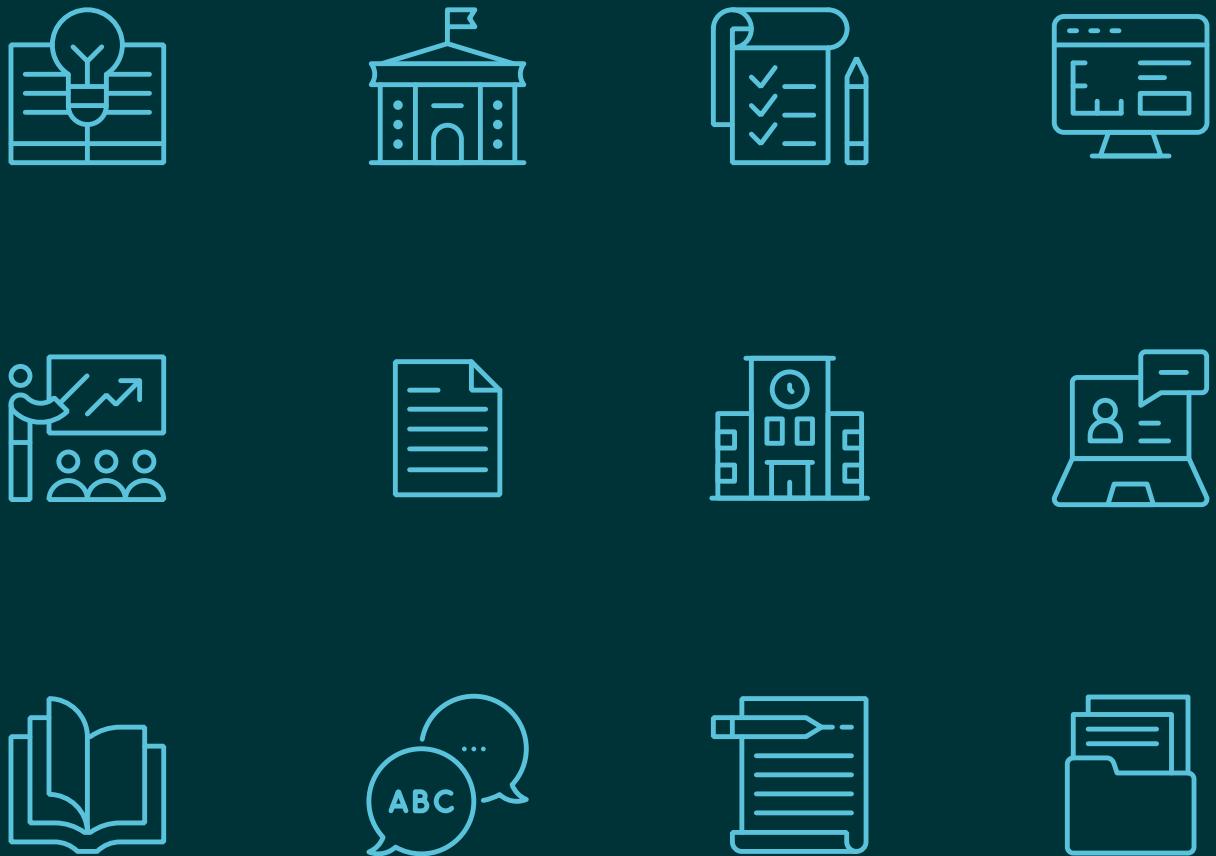
The People Behind Our Products
Consumer Enjoyment

Iconography & Illustration

Iconography

Characteristics:

Rounded stroke style
Geometric shapes
Descriptive



Example:

<https://enterprise.shutterstock.com/image-vector/education-line-icon-collection-editable-stroke-2278201309>

Illustration

Characteristics:

Watercolor/ink style
Can skew more or less abstract
Full color or monochromatic

Cues:

Tradition
Craft
Creativity
Humanity

Example:

<https://www.shutterstock.com/image-illustration/handmade-watercolor-wild-river-young-birch-149353265>

<https://www.shutterstock.com/image-illustration/watercolor-painting-couple-park-1229232298>

<https://www.shutterstock.com/image-illustration/abstract-digital-painting-background-colorful-contemporary-1672721179>



Illustration

Characteristics:

Watercolor/ink style
Can skew more or less abstract
Full color or monochromatic

Cues:

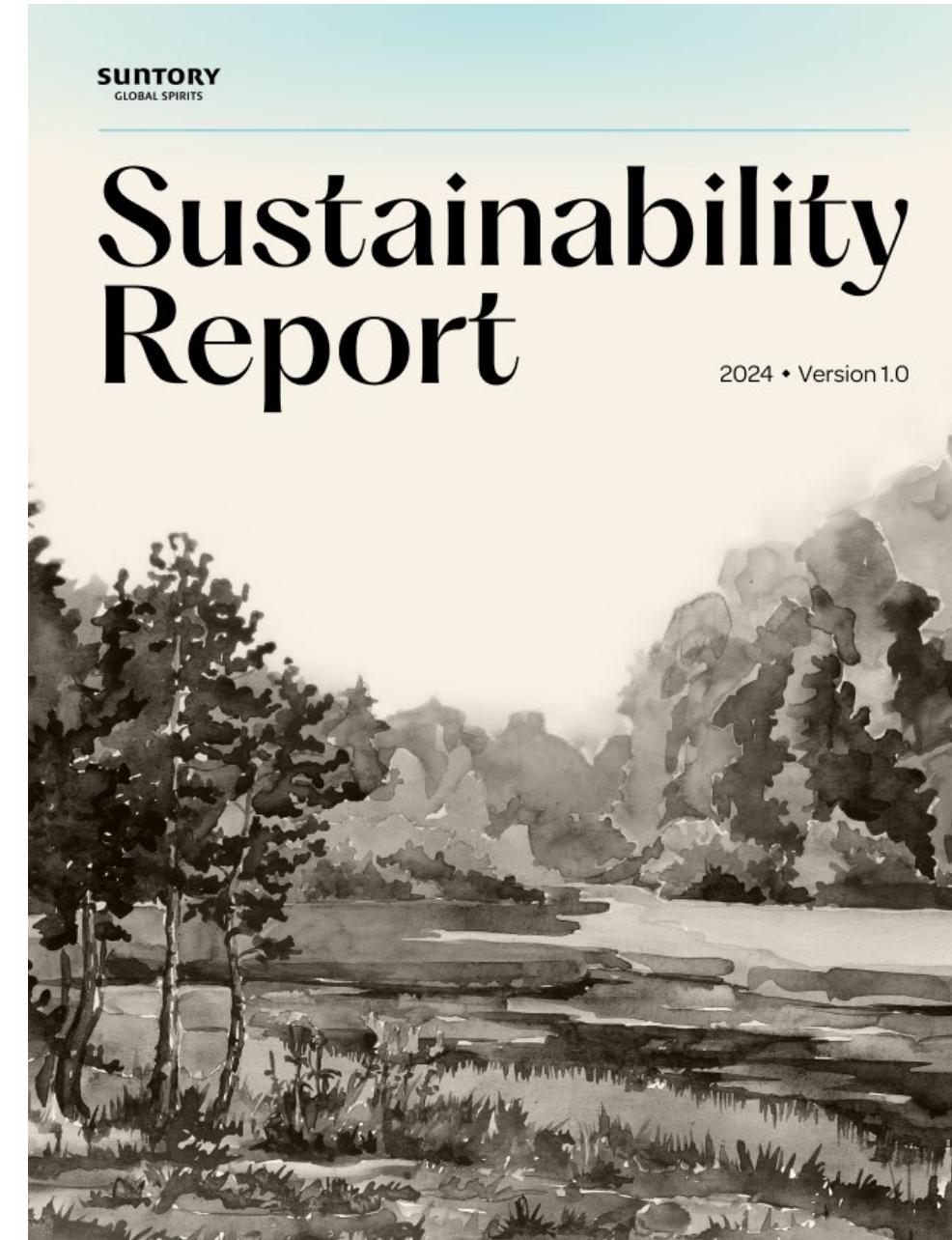
Tradition
Craft
Creativity
Humanity

Example:

<https://www.shutterstock.com/image-illustration/handmade-watercolor-wild-river-young-birch-149353265>

<https://www.shutterstock.com/image-illustration/watercolor-painting-couple-park-1229232298>

<https://www.shutterstock.com/image-illustration/abstract-digital-painting-background-colorful-contemporary-1672721179>



Layout

Shape Language

Our shape language plays off of our typography and follows a clean and consistent approach.

Layouts, modules, holding shapes, and UI elements use a straightforward rectilinear form language to allow for simplified compositions and a clean aesthetic.

Corners of shapes are sharp in order to convey a sophisticated and cohesive look and feel.

When broken up,
layouts are contained in
rectangular modules



Our people are passionate, driven and diverse – and they love what they do!

A commitment to our global teams, passion for our brands and an entrepreneurial approach in all that we do. We are spirited ambassadors – for Beam Suntory and our brands.

We believe in the magic in things, elevating the everyday through craft, skill, belief, and determination. Our Values – Growing for Good, Yatte Minahare and Giving Back to Society – are core to who we are and reflected in everything we do.



Holding shapes for photography and the blend are rectilinear, with sharp edges

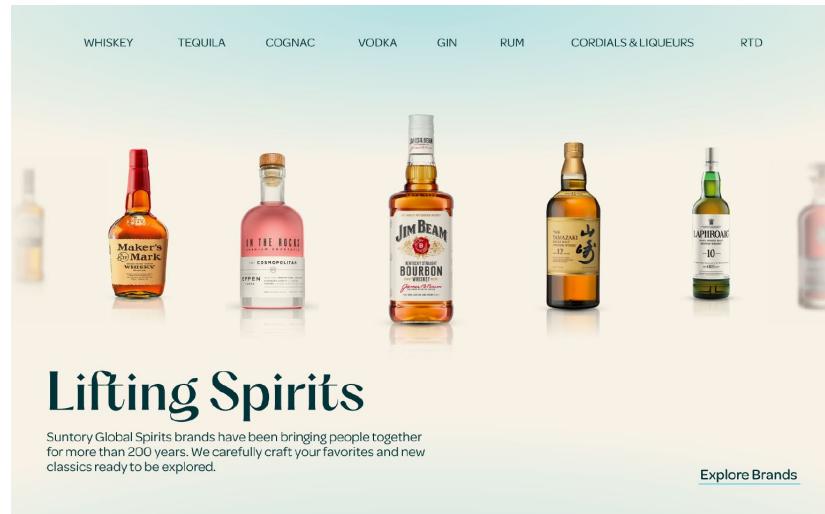


Layout Style – Blend

Our layout style is a flexible system that heavily leverages photography. In order to celebrate headlines and body copy, a strong blur effect is used to improve legibility.

We refer to this blur effect as the Blend. The Blend can be used in two ways:

1. To blur the Suntory Water Blue as a background accent, reinforcing the brand in less busy layouts.
2. To blur photography so typography can live legibly over busy areas.



Occurrences:

- Use on Shore backgrounds
- Add Suntory expression to simple layouts

A blend is applied to Suntory Water Blue.

A blend is applied to photography.

We are proud custodians of legacies

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Learn More](#) →

Occurrences:

- When photo backgrounds are too busy for copy
- To add visual interest of layering

Layout Style – Blend Cont.

There are many ways to blur elements in order to create a Blend. Following these guardrails will help maintain consistency across various touchpoints and Blend treatments.

When creating content, first establish what your specific blur settings will be for your size layout and imagery. Then, use that blur setting consistently across similarly sized touchpoints.

Blends can be vertical or horizontal to support the layout.

CORRECT Blend:

- Soft transition of color
- Undefinable edge
- Complete transition from color to color



WHISKEY TEQUILA COGNAC VODKA GIN RUM CORDIALS & LIQUEURS RTD

Lifting Spirits

Suntory Global Spirits brands have been bringing people together for more than 200 years. We carefully craft your favorites and new classics ready to be explored.

[Explore Brands](#)

INCORRECT Blend:

- Sharp transition of color
- Clearly defined edge
- Shape is created and identifiable



WHISKEY TEQUILA COGNAC VODKA GIN RUM CORDIALS & LIQUEURS RTD

Lifting Spirits

Suntory Global Spirits brands have been bringing people together for more than 200 years. We carefully craft your favorites and new classics ready to be explored.

[Explore Brands](#)

CORRECT Blend:

- Soft transition of color
- Undefinable elements within photography
- Shape colors come from in-focus elements



Taking chances and making bold moves

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Learn More](#)

INCORRECT Blend:

- Sharper transition of color
- Elements still recognizable
- Colors do not match in-focus photography



Taking chances and making bold moves

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Learn More](#)

Layout Style–Blend Cont.



Taking chances and making bold moves

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore magna aliqua.*

[Learn More](#)

The background Blur effect varies in intensity depending on the scale of the image. This number can flex as needed to achieve the desired effect and maintain legibility of elements on top.

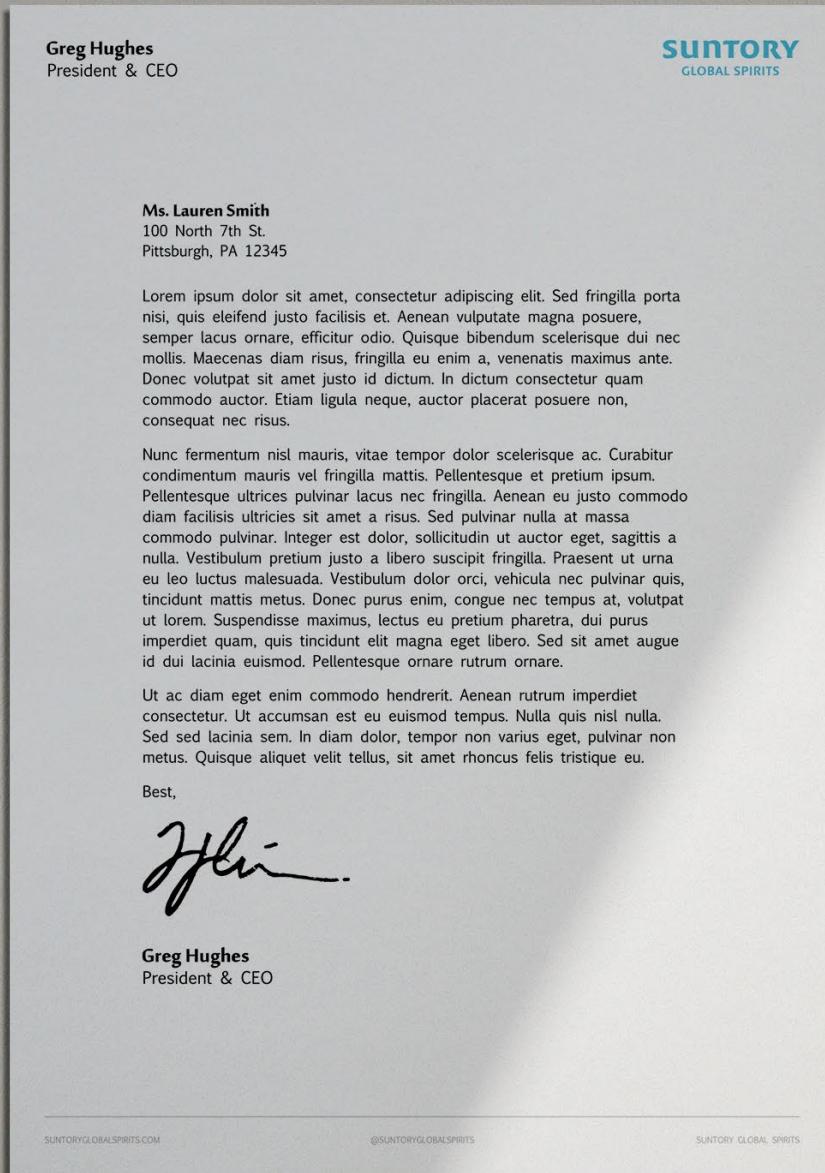
The blend effect is used to leverage full bleed photography, while maintaining clear space for copy and other elements. This effect allows the colors of the photography and sub-brands to shine through while still cueing back to our Suntory Global Spirits brand identity system.

◆ As a general rule, we aim to achieve this level of blur intensity with the effect. It should be enough that you can tell the image is continuing behind the element, but make the copy and assets on top fully legible.



*Note: This blend effect has not been tested for ADA compliance

Applications



Standard Front



Alt. (Reps Of Specific Brands)



Standard Back



Alt. (English & Japanese)





Taking bold steps forward



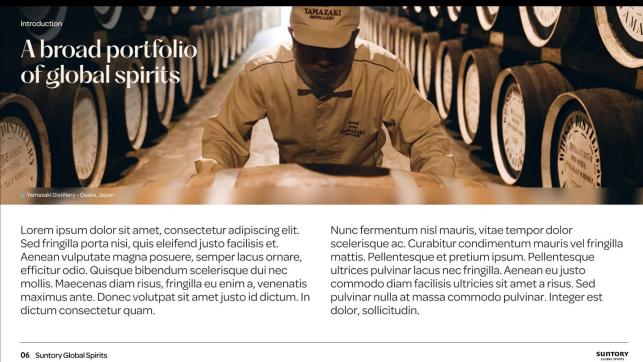
Featured brands



18 years in the making



Recognized as the number one destination for American Whiskey fans.



A broad portfolio of global spirits

04 Suntory Global Spirits

05 Suntory Global Spirits

06 Suntory Global Spirits



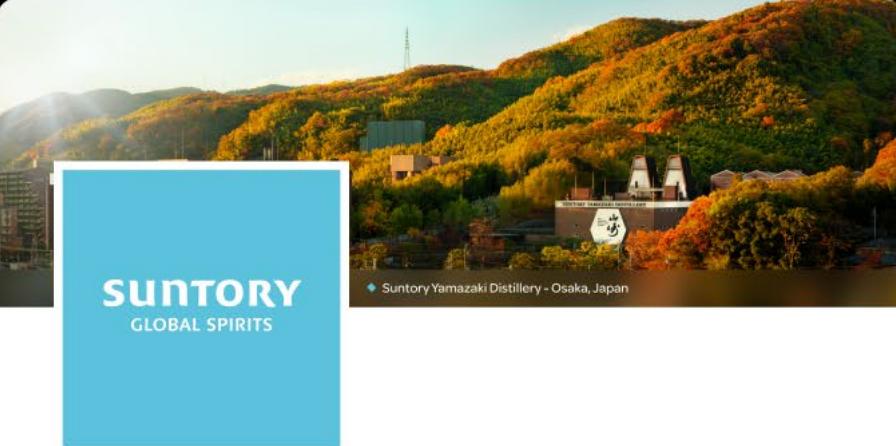
◆ Maker's Mark hosts 20 of Australia's most sustainable bartenders



Taking bold steps forward



◆ 8th Generation Master Distiller Freddie Noe with his son at the 18 millionth barrel filling



Suntory Global Spirits
World leader in premium spirits.
Beverage Manufacturing
New York, NY · 333K followers · 1K-5K employees

[+ Follow](#) [Visit website](#)

Suntory Global Spirits
3,554 followers
1d • 

Our 2023 **#GlobalLeadershipSummit** at the James B. Beam Distilling Co. gave our colleagues around the world a chance to feel the magic of our home place.



2023 Global Leadership Summit

 430 Read More →
5 comments · 8 reposts

 Like  Comment  Repost  Send

Firstname Lastname (he/him)

Job Title

Department

firstname.lastname@suntory.com | p: +1 234-567-8910



Inspiring the brilliance of life by creating rich experiences for people, in harmony with nature

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For signage – aside from our standard logo colors, we can use materiality inspired by our crafting process. Contact Simon Rubinstein or Allison McEneaney (on page 52) for more details.

Legal Mandatories

The following mandatory statement should be used on all materials where appropriate in the United States*:

©2024 Suntory Global Spirits Inc., New York.

*Only use when there's a family of products.

The following responsibility message should be used on all materials where appropriate in the United States:



The following responsibility message should be used on all materials where appropriate in countries where DrinkSmart is not utilized:

DRINK RESPONSIBLY.

Please note: any additional responsibility messages required in your country must be included on your materials.

For more information, please contact:

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