

## HAIG CLUB Clubman arrives in style to Johannesburg

The Single Grain Scotch is introduced to South Africa in partnership with David Beckham

**Johannesburg, 15 March 2018:** Designed to be different, [HAIG CLUB Clubman](#) is a Single Grain Scotch Whisky that has been taking the Scotch world by storm through its innovative, stand-out blue square bottle, partnership with David Beckham and light, smooth taste.

With its distinctive Haig blue 'red' carpet, the launch event held on the 14<sup>th</sup> of March was attended by David Beckham, actor Lungile Radu and presenter Dineo Moeketsi among other esteemed Johannesburg guests.

Speaking at the event, Beckham commented: "I am incredibly proud to have been part of the creation of Haig Club and to be working with Diageo in South Africa. It is such an amazing country. Raising a glass of Haig Club Clubman last night with everyone was truly special".

Led by Diageo's Global Whisky Master Ewan Gunn and the mixology team at Sandton Sundeck, guests were introduced to the versatile whisky through a series of exciting cocktails made especially for the event.

Ewan Gunn commented: "HAIG CLUB Clubman is a Scotch crafted to appeal to people who are new to whisky, and whisky connoisseurs alike. Our signature serve the Clubman and Cola is a stunning drink, with the vanilla, butterscotch and sweet toffee flavours of the whisky combining perfectly with the sweet caramel of cola. This is a very smooth, versatile Scotch that's delicious with cola or enjoyed neat, or mixed in a cocktail."

Master Distiller and Blender Chris Clark has applied his over 30 years of experience to create HAIG CLUB Clubman, seeking to make a Scotch Whisky with the perfect combination of distillery character and cask influence. He matured the spirit exclusively in American Oak casks that have previously held Bourbon, and the result is a wonderfully smooth, sweet and enjoyable Scotch Whisky.

Diageo South Africa will activate a 360 marketing campaign to launch the brand in partnership with David Beckham involving three days of events, tastings and retail activation. The company will run a 30 second TVC entitled "Make your own rules" produced by London ad agency Adam & Eve.

Graeme Harlow, Managing Director of Diageo South Africa said: "This is one of the most hotly anticipated launches in recent memory. HAIG CLUB Clubman is a drink that makes complete sense to the market: our consumers are constantly seeking high quality products and whether it's entertaining at home or on a night

out with friends, people want to enjoy the best. The versatility and style of Clubman fits perfectly into this lifestyle”.

HAIG CLUB Clubman will launch nationally across South Africa in March and will be available at fine retailers for a suggested retail price of R299.

- Ends -

### **Notes to Editors**

Photos from the launch event can be downloaded.

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### **ABOUT HAIG CLUB:**

HAIG CLUB Clubman is the Single Grain Scotch Whisky from Diageo produced in partnership with global icon David Beckham and entrepreneur Simon Fuller. Built on nearly 400 years of distilling heritage, this is a Single Grain Scotch Whisky realised in a radical new way. Everyone celebrates the start of the night, but HAIG CLUB believes that looking as good leaving the bar as when you arrived, is the ultimate embodiment of a stylish night out. Please drink responsibly. More information about Haig Club may be found at <http://www.HaigClub.com> or [facebook.com/HaigClub](https://www.facebook.com/HaigClub).

### **About Diageo:**

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness. Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](http://Diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.co.uk](http://DRINKiQ.co.uk). Celebrating life, every day, everywhere.