

Diageo Italia S.p.A. and Gruppo Montenegro S.r.l. announce strategic distribution partnership for Johnnie Walker™ and Bulleit™ in Italy

Milan, 26th February 2026 – Today, Diageo Italia S.p.A. and Gruppo Montenegro S.r.l. have announced a new strategic agreement for the nationwide distribution of two of the most iconic brands in Diageo’s portfolio: Johnnie Walker Scotch Whisky and Bulleit American Whiskey.

The partnership is driven by the ambition to further strengthen both brands within the whisky category, with a strong focus on increasing brand visibility and expanding their presence across all channels. The strategic positioning of Johnnie Walker and Bulleit will continue to be overseen by Diageo Italia S.p.A., which will retain responsibility for all marketing and communication activities for the brands in the Italian market. The distribution agreement will begin on 1st April 2026 and will have a multi-year duration.

“Italy deserves the very best of these iconic brands - with visibility, reach and energy that truly reflect their global positioning. - commented Caoimhe McCabe, Managing Director Diageo Italia S.p.A. – Partnering with Gruppo Montenegro S.r.l., one of Italy’s leading players in the premium spirits sector, beside market coverage, brings strong expertise in distribution within the whisky category and beyond and will enable us to further accelerate our growth and strengthen our connection with customers and consumers across the country. We are extremely excited about the opportunities this agreement creates for our business and for the future development of the whisky category in Italy”.

Paul Douek, Executive Board Member of Gruppo Montenegro, commented: *“We are extremely proud that Diageo has chosen Gruppo Montenegro as its distribution partner in Italy for two truly iconic brands such as Johnnie Walker and Bulleit. This agreement is a strong endorsement of the scale, quality and effectiveness of Gruppo Montenegro’s national distribution platform, as well as of the unrivalled expertise we have developed over the years within the whisky category and the broader premium spirits segment. As a market leading player in Italy, we look forward to deploying our commercial excellence, market insight and customer relationships to further unlock the growth potential of both brands across Italy along side our unique proprietary portfolio of premium spirits which includes some of Italy’s most renowned and prestigious heritage brands.”*

This partnership further strengthens Gruppo Montenegro’s position as a leading player in the Italian premium spirits landscape and enhances the reach and impact of its sales and distribution network nationwide. The addition of Johnnie Walker and Bulleit to its portfolio

will reinforce Gruppo Montenegro's presence across all key channels and further consolidate its top-tier market positioning in Italy.

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in nearly 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com.

Visit Diageo's global responsible drinking resource, www.DRINKiQ.com for information, initiatives, and ways to share best practice.

Celebrating life, every day, everywhere.

Gruppo Montenegro

Founded in 1885, Gruppo Montenegro is a leading Italian Spirits and Food manufacturer. The Group's brands have developed into icons of the "Made in Italy" with strong brand equity and significant top of mind: Amaro Montenegro, Brandy Vecchia Romagna, Select Aperitivo, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari joined by premium international brands like Pampero, the rum that has always embodied Venezuela's untamed spirit. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life. For more information about the company, please visit <https://www.gruppomontenegro.com/>

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