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FOLIO
ideatomica





DIAGEO
2011 CALENDAR

DIAGEO invites you to find new reasons to celebrate the next 12 months, and our 2011 Calendar is dedicated to helping you discover those special moments throughout the year. Keep this calendar handy, and please remember to always celebrate responsibly.

DIAGEO



print

FANIA
CD Packaging + Illustration



GlobeNet

Está cordialmente invitado a acompañar
a GlobeNet durante la presentación de
La nueva vía de Telecomunicaciones
disponible en Colombia.

de Sep



GlobeNet



Sobre GlobeNet

print

GlobeNet
Branch Opening Invitation



GlobeNet. Connecting you to the Americas. | GlobeNet. Con

Lowest Latency
22,000 kilometers of submarine fiber
optic cable connecting the Americas.



GlobeNet. Connecting you to the Americas.

Antonio Belli
Director of Marketing and Sales



T: +1 561 314 0513 M: +1 571 426 2705 F: +1 561 314 0510
5355 Town Center Rd, Suite 1105 | Boca Raton, FL 33486, U.S.A.
antonio.belli@globenet.net | www.globenet.net



Why Choose GlobeNet?

- Lowest latency design on all segments, including the protected network paths.
- Ethernet and SDH networks based on ASON to ensure the lowest latency available with zero downtime.
- Architecture based upon the latest DWDM, SDH, and Carrier Ethernet technologies.
- Network availability measured in excess of 99.99%.
- Exclusive direct routes from NYC to South America.
- Fully protected ...

to the 2 major
in Brazil,
to Paulo,
mbia.

print

GlobeNet
Folder | Brochure
White Papers | Business Cards

Fiorentina

osteria + enoteca

Antipasti

Cipollata Emilia-style onion soup with egg, Pecorino and grilled country bread	7	Spiedini Alla Romana Battered and fried mozzarella sandwiches	7
Pappa Al Pomodoro Tuscan-style tomato and bread soup	7	Gamberoni Alla Toscana Grilled jumbo shrimp with white beans rosemary and mint oil	14
Insalata Mista Mixed green salad	7	Fritto Misto Calamari, shrimp, and artichokes flashed fried and tossed with lemon zest and parsley served with marinara and lemon aioli	9
Panzanella Tuscan-style tomato and bread salad	9	Polpetta Meatballs with polenta and tomato sauce	10
Insalata Di Barbabietole Beet salad with mixed greens goat cheese and pistachio	10	Scottadita Grilled lamb chops with horseradish cream sauce and mint pesto	13
Insalata Caprese Heirloom tomato salad with basil and Burratina Pugliese	14	Antipasto Misto Chefs selection of cured meats, cheese and vegetables	18

Grilled Pizza

White Olive oil, garlic, hot peppers, mozzarella and Pecorino	10	Fiorentina Tomato, caramelized onions, egg, arugula, mozzarella and Parmigiano	12
Margherita Tomato, mozzarella and basil	10	Meatball and Hot Peppers Tomato, meatballs, hot peppers, smoked provolone	12
Roasted Vegetable and Goat cheese Eggplant, zucchini, mushrooms, and goat cheese	12	Salsiccia Tomato, italian sausage and mozzarella	11

Pasta

Bucatini All' Amatriciana With pancetta, caramelized onions, tomato and Pecorino	12	Rigatoni alla Bucaiola Peas, cream, italian sausage, and Grana Padano	13
Gnocchi Bolognese Ragu of ground pancetta, pork, veal and beef	13	Lasagna Al Forno Ragu di bolognese, besciamela, and four cheeses	14
Lasagna Al Forno Ragu di bolognese, besciamela, and four cheeses	14		

Secondi

Maiale Grilled double cut pork chop with broccoli rabe and Peperonata	24	Bistecca alla Fiorentina Porterhouse with sautéed spinach and roasted potatoes	35
Cotoletta alla Milanese Breaded veal chop, pan fried with tomato and arugula salad	25		
Bistecca Grilled skirt steak with shoestring fries and salsa verde	18		
Anatra Pan seared duck with marsala, mushrooms, dried cherries and grilled endive	25		
Galletto alla Mattone Whole young chicken cooked under a brick with panzanella salad	18		

Contorni

Escarole	5	Sauteed Spinach	5
Broccoli Rabe	7	Fiorentina Fries	5
Polenta	5		

Fiorentina

osteria + enoteca

Fiorentina

osteria + enoteca

Fiorentina

osteria + enoteca

print

Fiorentina Restaurant
Business Cards | Menu

DIAGEO

PAN-REGIONAL PRESS KIT
LATIN AMERICA & CARIBBEAN

OUR VALUES

We are passionate about consumers

– our curiosity and consumer insights drive our growth

We value each other

– we seek and benefit from diverse people and perspectives. We strive to create mutually fulfilling relationships and partnerships

We give ourselves the freedom to succeed

– we trust each other, we are open and seek challenge, and we respond quickly to the opportunities this creates

We are proud of what we do and how we do it

– we behave responsibly with the highest standards of integrity

We strive to be the best

– we are always learning, always improving. We set high standards, we stretch to exceed them and we celebrate success

Each year DIAGEO conducts an employee values survey, exploring how our values are being demonstrated individually and across the company. Please refer to the Industry Awards and Accolades section to see some of the many awards we have won as recognition for our workplace, including being named a "Best Place to Work" in several countries.

JOHNNIE WALKER.

JOHNNIE WALKER® RED LABEL™



Rich and full-bodied, combining up to 35 of the finest single malts and grain whiskies. Distinctive smoke and sweet spiciness, with a vanilla complement. Serve with ginger ale or soda, or stir with sour mix.

JOHNNIE WALKER® BLACK LABEL™



The original JOHNNIE WALKER blend. Handcrafted from up to 40 of the finest Scotch whiskies. Complex aroma of dry smokiness and raisin sweetness, freshened by orange zest and citrus oils. Serve over ice, with water or ginger ale, or as the heart of classic cocktails.

JOHNNIE WALKER® GREEN LABEL™



The elemental whisky, a blend of mature single malts selected for the intense and sweet over

JOHNNIE WALKER® BLUE LABEL™



Every component of this exceptionally rare blend is handpicked from a range of exclusive distilleries and drawn from extraordinary casks. Smooth and mellow, with traces of smoke, honey and sweet spice. Serve in a snifter alongside a glass of water and ice.

JOHNNIE WALKER® BLUE LABEL™ KING GEORGE V™ EDITION



One of the most distinctive blends ever created, this precious liquid is handcrafted using the original techniques practiced during the 1930s, the golden era of whisky. Named in honor of King George V of the United Kingdom, this rare blend celebrates the first Royal Warrant granted to John Walker & Sons Ltd by King George V to supply Scotch whisky to the British Royal Household in 1934. Serve in a snifter and enjoy after a cleansing taste of ice-cold mineral water.

GIN

JOHNNIE WALKER



Pure and age renowned, crafted to perfection.



Process

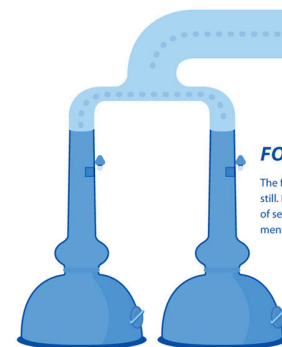
So, what makes a gin?

THE HARVEST

The most distinctive ingredient in a gin is the juniper berry. These are harvested in late summer and subjected to a tough selection regime to ensure they make the grade. Meanwhile, the gin distillery seeks out the additional 'botanicals' – such as coriander and angelica root – that will give their gin its distinctive character. Like other spirits, grain must also be procured and readied for distillation.

DISTILLING THE SPIRIT

Crushed grain, yeast and water form a mash, which is distilled three times to produce neutral grain spirit. This all happens in a continuous still, purifying and concentrating the spirit to create a base for the gin.



FOURTH DISTILLATION

The fourth – and most important – distillation takes place in a traditional copper still. During this process the spirit will become infused with the flavor and aroma of selected botanicals, including the juniper berries, coriander and angelica root mentioned here. The exact recipe for fine gins is a closely guarded secret.

THE LATIN AMERICA & CARIBBEAN

DIAGEO

PUBLIC RELATIONS TEAM

@WORK

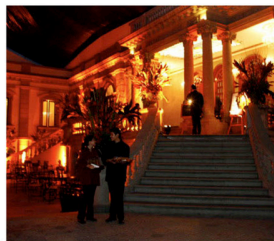
F10 Q4 PR Summary Report



Master Blender Maureen Robinson

Since Red Seal was inspired by James Buchanan's original Victorian era 'Royal Household' blend, a key part of the event was a new 8-minute film telling the story of James Buchanan's life, along with a DIAGEO Archives gallery exhibition of Buchanan portraits as well as blending and tasting presentations by Maureen. Ms. Robinson also conducted tastings for colleagues in the DIAGEO offices, one-on-one media interviews and lunches, all with the goal of providing consumers a solid reason to trade up from Buchanan's Special Reserve during moments of discernment and celebration. Some incredible in-depth articles have already appeared with more to come in the near future.

[Click here to download and watch the James Buchanan film](#)



Evoking the Red Seal brand values: Staff receiving guests at a luxurious venue of 'The Red Seal Experience'

target audience for this esteemed Scotch whisky. 'The Red Seal Experience' was created to take guests on a journey through the life and times of James Buchanan and inspire a deeper understanding of why Buchanan's Red Seal is so special. Moving through a series of five different elements, each highlighting a key attribute of Red Seal, 'The Experience' took place in suitably unique venues evoking the Red Seal brand values, conveying a sense of luxury and exclusive access - in Caracas at Qta. Morella Country Club; in Bogota at Quinta Galeria; and in Mexico City at Colonial House.

F10 Q4 Highlights

ACES

IENCE'

our of Venezuela, Buchanan's Master

ing a series of Seal Experience,' greater awareness fluent consumer

F10 Q4 Highlights

TOP PLACEMENTS

Q4 Top Placements

Latin Trade
Wine Time in Mendoza
Pan-regional



DEEP
La Joya de la Corona
México

Gatopardo
Digan Whisky
México



El Universal
Noche de whisky y de
México

F10 Q4 Highlights

Broadcast Radio Broadcast TV Print Online KEY

Quantity-Quality

MARKET SUMMARY

	Broadcast Radio	Broadcast TV	Print	Online	£
Costa Rica 2,664,490 Total Impressions 19 Placements	-	84,490 3	2,580,000 11	- 5	43,051
Jamaica 89,555,000 Total Impressions 131 Placements	212,000 8	4,617,000 19	84,726,000 104	-	33,643
México 434,888,799 Total Impressions 566 Placements	76,000,121 122	244,053,486 34	59,267,541 190	55,567,651 220	1,743,675
Pan Regional 718,110,148 Total Impressions 91 Placements	-	127,400,000 7	-	590,710,148 84	1,958,040

digital media

DIAGEO
Quarterly PR Summary

GEORGE FOREMAN

HEALTHY COOKING

Evolve™
GRILL

GRP4EP

With a large variety of meal options for breakfast, lunch, dinner and snack times in between, the George Foreman® Evolve™ Grill paves a time-saving and healthy path to eating right without sacrificing good taste. The Evolve™ Grill starts with four plates to grill, bake and even make mini-burgers. Consumers can customize the grill by purchasing additional plates for making waffles, omelets, muffins and more. It's now easier than ever to create healthy, delicious meals with one versatile appliance.

THE CUSTOMIZABLE EVOLVE™ GRILL WITH MULTIPLE PLATES INCLUDE:

- Cross-hatch grill plates (2) – Steakhouse grill marks perfect for grilling chicken breasts, steaks and more.
- Mini-Burger plate – Serve up to six sliders in minutes.
- Griddle plate – Make breakfast without adding extra oil or butter for a healthy start.
- Cupcake/muffin plate – Whipping up six muffins or cupcakes is a snap with this easy-to-use plate.
- Top Panini plates – No need to butter bread when making paninis in the George Foreman® Evolve™ Grill.
- Deep-dish baking plate – From lasagna to veggie-packed casseroles, the deep-dish bake pan provides another versatile usage for the George Foreman® Evolve™ Grill.
- Omelet/Snack plates (2) – With the two snack plates, it's simple to make omelets for breakfast, pressed pockets for lunch and more directly on the Evolve™ Grill.
- Waffle plates (2) – Delicious, golden and fluffy waffles are easy to prepare in minutes.

KEY PRODUCT FEATURES:

- George Tough™ nonstick coating for oil-free cooking
- Patented slope for fat to drip away
- Drip tray that is dishwasher safe for collecting grease drippings
- 84 square-inch cooking surface
- Precise Digital Time and Temperature Control
- Removable dishwasher-safe plates

SUGGESTED RETAIL PRICE:



\$129.99
(Includes grill and 4 grill plates, varies by retailer)
Additional plates retail for \$14.99- 27.99

Product Availability: Major retailers and at www.georgeforemancooking.com

Media Contact: Kim Bedwell, Fleishman-Hillard Kim.Bedwell@Fleishman.com or 916-492-5335

Makes 6 servings.

Find additional recipes for healthy, gourmet meals at www.georgeforemancooking.com

Products and photography available upon request

Media Contact: Kim Bedwell, Fleishman-Hillard Kim.Bedwell@Fleishman.com or 916-492-5335

GEORGE FOREMAN®
COOKING

Recipes

GEORGE FOREMAN®
COOKING

Product Sheet

EASY CUBED STEAK

1 lb. beef
chopped
pepper, seeded and cut into strips
garlic, minced
seasoning

ground pepper
onions, cut into wedges
tomato sauce
cheese
bun

400°F. Brown beef on both sides, drain grease or drippings into the Grease Channel. Cook several minutes until beef is done. Drain on paper towels. Remove from grease channel.

Heat onion pepper and garlic to skillet. Season with seasoning, salt and pepper. Cook until onions are tender. Stir in tomatoes and mushrooms. Cook 5 minutes.

Remove sauce and return meat to skillet. Reduce heat to 250°F. Cover and cook 5 minutes; stir occasionally.

Remove cooked rice and garnish with

onions.



GRP4EP



Griddle Plate



Cupcake/Muffin Plate



Mini-Burger Plate



Waffle Plate

digital media

GEORGE FOREMAN
Electronic Press Kit
Factsheets, Product Sheets & Recipes PDF

KIT DE
PRENSA

BUCHANAN'S FOREVER

BUCHANAN'S® es una de las marcas líderes de Whisky Escocés (o Scotch) y la marca de mayor crecimiento entre los whiskies Premium. Fue creada en 1897, con una línea que incluye tres whiskies premiados – BUCHANAN'S® DE LUXE de 12 años, BUCHANAN'S® SPECIAL RESERVE de 18 años y BUCHANAN'S® RED SEAL.

BUCHANAN'S

Las tres variantes de BUCHANAN'S representan una selección de whiskies Premium, ideales para cualquier ocasión, que comparten una extraordinaria historia de 110 años y un compromiso ineludible con la calidad. El "corazón" de las mezclas de BUCHANAN'S es DALWHINNIE, la prestigiosa malta simple de DIAGEO. Alrededor del 95 por ciento del volumen global total de BUCHANAN'S se vende en América Latina, siendo BUCHANAN'S DE LUXE el whisky Premium de mayor venta en su categoría, exhibiendo una tasa de crecimiento anual de doble dígito en todos los mercados en los que está presente.

COSAS PARA DESTACAR

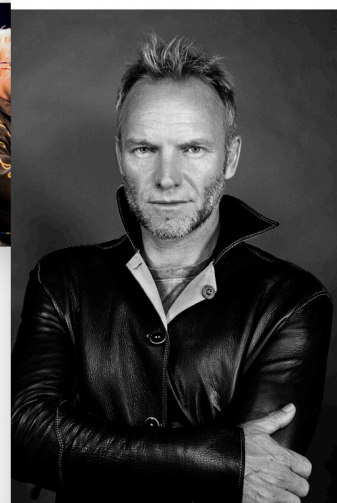


BUCHANAN'S FOREVER es una experiencia musical única con un público de no más de 2,500 personas en cada evento, que se lleva a cabo en edificaciones o sedes que poseen un significado histórico, lo que aumenta la intensidad teatral de la velada.



Todos los fondos que Buchanan's invierte en materia de

ARTISTA



STING

Hijo de un lechero de Newcastle, Inglaterra, Sting ha sido maestro, director técnico de fútbol y obrero, antes de dedicarse a la música. Inspirado por el Jazz y los Beatles (gustos eclécticos que serían proféticos), conoció a Stewart Copeland y los dos, junto con el guitarrista Andy Summers, formaron The Police, en 1977. La banda fue un éxito inmediato tanto en el Reino Unido como en los Estados Unidos, donde rápidamente tuvieron varios temas en el No. 1 de ventas, entre ellos "Roxanne", "Every Breath You Take", "King of Pain" y "Every Little Thing She Does is Magic". Lograron cinco premios Grammy y dos Brits, y en 2003 la banda fue incorporada al Salón de la Fama de Rock and Roll. El trabajo en vivo del trío fue un presagio de la extraordinaria capacidad de innovación y la diversidad de influencias que alcanzaría plenamente en su carrera como solista.

Con el lanzamiento de *Dream of the Blue Turtles*, en 1985, seguido de *Bring on the Night*, *Nothing Like the Sun*, *The Soul Cages*, *Ten Summoner's Tales*, *Mercury Falling*, *Brand New Day*, *All This Time* y *Sacred Love*, Sting se ha convertido en uno de los artistas más inconfundibles y respetados del mundo, ganando como solista 11 Grammys, dos Brits, un Golden Globe, un Emmy, tres nominaciones al Oscar, el Century Award de Billboard Magazine y La Persona Del Año, 2004 de *MusiCares*.

Ha aparecido en 15 películas, fue Productor Ejecutivo de "A Guide To Recognizing Your Saints", con gran éxito de crítica, y protagonizó la obra de teatro "Threepenny Opera" en Broadway, en 1989.

Excelente escritor, en 2003 Sting publicó una autobiografía titulada "*Broken Music*", que se mantuvo en la lista de libros más vendidos del New York Times por trece semanas. Últimamente escribió "*Lyrics*", una colección completa de letras de canciones y comentarios personales, que incluye fotografías tomadas a lo largo de su carrera.

Sting ha sido aclamado en todo el mundo como compositor, cantante, actor y activista, pero no es fácil encasillarlo en ninguno de estos roles. Se le puede describir mejor como un amante de la aventura, un hombre que acepta riesgos. Como él mismo ha dicho, "Me encanta ponerme en situaciones nuevas. No tengo miedo a ser un principiante." Esposo y padre de seis hijos, eximio guitarrista y contrabajista, así como devoto de la práctica de Yoga, su carrera ha sido una sucesión de nuevos comienzos.

digital media

BUCHANAN'S FOREVER

Event Toolkit

40 Page PDF

**Thank you
for taking the time
to meet with us at
ITW 2010.**



We are very excited about the opportunities and look forward to working with you in the future.

Just a reminder of v

Our Services

International Capacity

- Private Line (IPL) E1 to STM-64
- Wavelength services 10Gbps
- Carrier Ethernet 2Mbps - 10 Ethernet
- Local loops available from in the USA, Brazil, Venezuela, Colombia
- Managed router services
- Co-location at Cable Landing

Our Reach

USA, Brazil, Colombia, Venezuela

- Exclusive direct routes from to South America.
- Fully protected and diverse routes to the 2 major POPs in New York
- Subsea routes from Miami to Brazil.
- Seamless network for all m in Brazil.
- New diverse and unique routes to Colombia.

Our Value

Secure, Low Latency Routes

- Lowest latency design on all including the protected network paths.
- GMPLS based SDH & Ethernet to ensure lowest available latency zero down time.
- Architecture based upon the latest DWDM, SDH, and Carrier Ethernet technologies.
- Network availability measured in excess of 99.99%.
- Low latency from Wall Street to Sao Paulo, Brazil financial center.
- Never had a subsea cable o
- Wholly owned subsidiary of (formerly Brasil Telecom)

We are ready and can support or visit us on the web at www.globenet.net



**Thank you
for meeting  GlobeNet
at PTC 2010**



Thank you for taking the time to meet with us at PTC 2010. Per our conversation, we own and operate the most reliable, dual ring protected fiber optic submarine network serving Bermuda, Brazil, Venezuela, and the U.S.A. Our network availability measures upwards of 99.99% and no other network can provide you with the latency we offer, it's simply unparalleled.

A snapshot of our network architecture:



- Lowest latency design on all network segments, including the protected network paths.
- Network availability measured in excess of 99.99%.
- Architecture based upon the latest DWDM, SDH, and Carrier Ethernet technologies
- Two tandem-connected, SDH self healing rings provide immediate internal restoration.

We look forward to working with you. For immediate requirements, please contact us or visit us on the web at www.globenet.net to request a quote today.

Sincerely,

Eduardo Muller
North American Sales Director
emuller@globenet.net
+1.561.314.0500



Print | Visit GlobeNet.net | Contact our Marketing Team

**Thank you for making
ITW a Great Success!**



We look forward to the new business opportunities as a result of ITW 2010. If we didn't get a chance to meet, here's a snapshot of what GlobeNet offers carriers in the Americas.

To learn more, click on our [corporate brochure](#), or contact us directly at +1.561.314.0500.

Our Services

International Capacity Services

- Private Line (IPL) E1 to STM-64
- Wavelength 10Gbps
- Carrier Ethernet 10Mbps - 1Gbps
- Point-to-point access services
- Colocation at Cable Landing Stations

Our Reach

North and South America

- Exclusive direct routes from NYC to South America.
- Fully protected and diverse routes to the 2 major POPs in New York
- Seamless network in Brazil
- New diverse routes to Colombia

Our Value

Secure, Low Latency

- Lowest latency design on all network segments, including the protected network paths.
- Architecture based upon the latest DWDM, SDH, and Carrier Ethernet technologies
- Network availability measured in excess of 99.99%
- Low latency from Wall Street to São Paulo, Brazil financial center.
- Never had a subsea cable o
- Largest network (Wholly owned)

Our Network



[Click for our Interactive Map](#)



We are ready to support or visit us on the web at www.globenet.net

Special Offer

NRC fee waived on new orders placed prior to March 15, 2010.*
Contact us today for details.

Limited-time offer: Offer only valid on new quotes and only over the IPoP-to-IPoP international segments. Offer applies to SDH circuits up to a STM-1 (E1, DS-3 & STM-1) or Carrier Ethernet up to 100MG. Offer ends March 15, 2010. Other conditions and restrictions apply. See contract for details.

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Sincerely,

Eduardo Muller
North American Sales Director
emuller@globenet.net
+1.561.314.0500



Print | Visit GlobeNet.net | Contact our Marketing Team

e-mail blast

GlobeNet
Post Conference Communications

You're still on time to get the most out of your advertising budget for 2010.

Pongalo.com is a new online video service offering premium quality television shows, telenovelas, movies, music and clips, aimed at Hispanic audiences in the U.S. and Latin America.

Pongalo.com offers the latest metrics tools for advertisers and content providers with intelligent performance reports.

▶ [Click here to see our Media Kit](#) ◀



pongalo

premium hispanic content, via Internet,
free, anytime, anywhere.

Pongalo.com

e-mail blast

Pongalo.com
Media Message



MAD CONCEPT



branding

MAD CONCEPT
Logo | Head Phones

Fiorentina
osteria + enoteca



branding

Fiorentina Restaurant
Logo | Branding



Brand Identity Guidelines

Logo | Colors

Horizontal



Logo Colors

PMS	CMYK (4-Color Process)	RGB
369 CV	65C 0M 100Y 9K	63R 176G 0B
300 CV	100C 43M 0Y 0K	0R 98G 200B
295 CV	100C 56M 9Y 34K	0R 68G 124B

Black Logo: For use in black and white color printing.

■ 100K

One Color Logo: For use in one or two color printing.

PMS	CMYK (4-Color Process)	RGB
295 CV	100C 56M 9Y 34K	0R 68G 124B

White/Reverse Logo: For use on dark backgrounds.

□ White/Paper

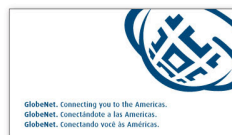
Corporate Business Cards

Front



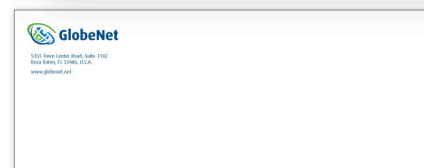
Name: 10 pt Dax Medium
Color: PMS 295 CV
Title: 9 pt Dax Light
Color: PMS 295 CV
Information: 7 pt Dax Light
Color: PMS 295 CV

Back



Tagline: 8 pt Dax Medium and Regular
Color: PMS 295 CV

Corporate
Localize



Corporate Mailing Envelope #10 | With Window

Localized versions have been developed for each GlobeNet office.





**LEVEL 1
LOANS**



branding

Level 1 Loans
Logo | Display Booth

nuNAAT
Cosmetics

My Account
Shopping Cart
Contact

Products About Us Brazilian Mystique Our Ingredients Place Order Where to Find



Redefine your style with nuNAAT.

nuNAAT
in the media

Naat Silicon Chocolat Special Karite Special Naat Cream Naat Treatment Naat Serum Naat Relax Naat Treatment Repair

Privacy Policy Terms & Conditions

web design

nuNAAT Cosmetics
shop.nunaat.com

Sections

To download individual sections that are specific to your needs, follow the options below.

- 1 **DIAGEO, LATIN AMERICA & CARIBBEAN**
Introduction to DIAGEO as a company, our values, and our operations in Latin America & Caribbean markets.
- 2 **SPIRITS**
In depth brand overviews on the entire DIAGEO collection of fine spirits as well as category-specific information – from Scotch whisky and rum to vodka, gin and tequila.
- 3 **WINE**
Details of our outstanding range of award-winning wines from the United States and Argentina.
- 4 **BEER & READY-TO-DRINK**
Everything you need to know about the world's most iconic beers and pre-mixed beverages.
- 5 **CORPORATE SOCIAL RESPONSIBILITY**
Explore the DIAGEO commitment of creating 'enriched communities' through responsible drinking, cause-related marketing, education, environment and humanitarian relief.
- 6 **"STANDING ON THE SHOULDERS OF GIANTS"**
The fascinating history behind the actual founders of the world's most well-loved brands.
- 7 **INDUSTRY AWARDS & ACCOLADES**
Noteworthy brand, corporate and philanthropic recognition.



Instructions

Welcome to the DIAGEO Pan-regional Press Kit for Latin America & Caribbean website. Use the buttons on the left to download individual sections that are specific to your needs. To download the entire Press Kit please make your choice below.

What is an Electronic Press Kit?

As professional journalists we realize you have an important job to do and need detailed, accurate information. This kit is in PDF format, making it convenient to find and select text for your articles. We will update this kit regularly to ensure you always have accurate brand and corporate information. In addition to the brand overviews provided here, each brand has its own detailed press kit which can be sent to you on request.

Download the entire Press Kit



In 2008

PROJECT RETAILER trained

3,800

individuals in rural communities throughout Latin America

PROJECT TOURISM

develops local, natural and cultural assets into sources of tourism income



View our bartenders in action!



▶ Play Video

PROJECT BARTENDER

Program Update



Project Artist participates in the Dia de Los Muertos parade in Mexico City. See the video [here](#).

Success Stories



Jose Augusto Lopez
Thanks to Project Entrepreneur I have achieved all of my goals. [Find out more](#)

LEARNING FOR LIFE™ is a program designed to inspire and transform the lives of people throughout Latin America and the Caribbean. It focuses on adult education and is implemented in partnership with local educational and training organizations. Currently, the program offers training in six areas: [tourism](#), [retail](#), [the arts](#), [hospitality](#), [entrepreneurship](#), and [teaching](#). So far, Learning for Life has helped communities in more than **15 countries** in Latin America and the Caribbean with a total of **35 projects** across the region, and seeks to continue to influence up to **50,000 lives** by the end of 2011, with a “multiplier” effect that will positively impact **750,000 people** as a result.

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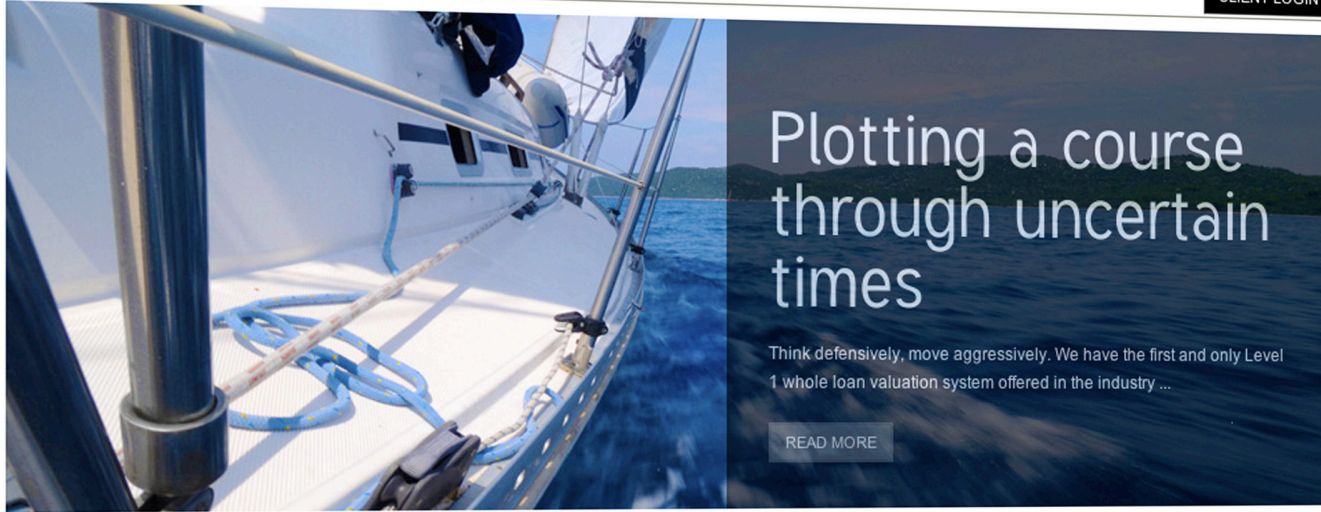




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National Mortgage News

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