



Diageo's first **carbon neutral** whiskey distillery in North America

DIAGEO



An Overview of Diageo's Brands

Captain Morgan®

Ron Zacapa™
Centenario



BULLEIT
FRONTIER
WHISKEY



SMIRNOFF



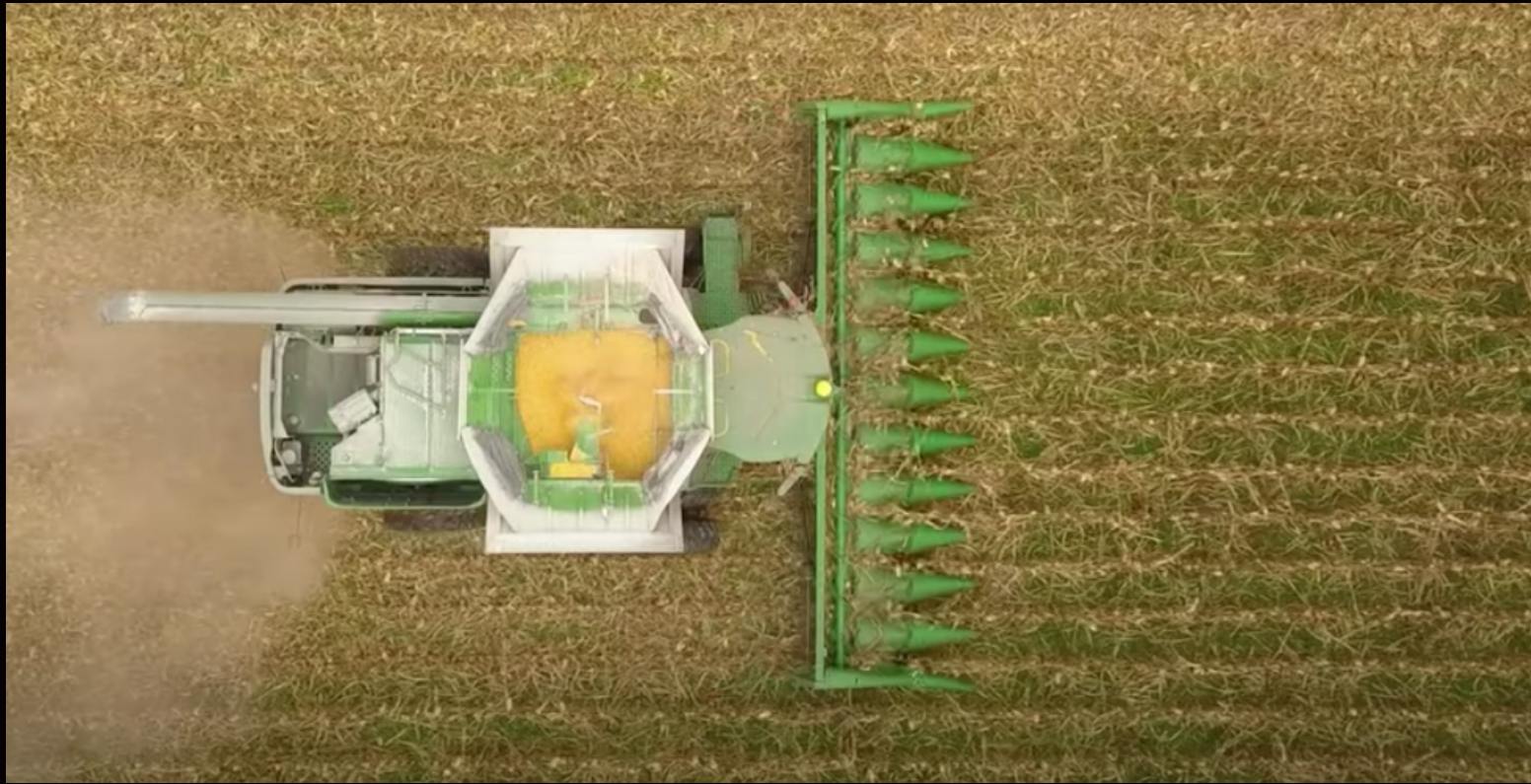
BULLEIT
FRONTIER
WHISKEY

**VOTED BEST-SELLING AND
TOP-TRENDING AMERICAN
WHISKEY BY BARTENDERS**

Bulleit’s unique high rye content and distinct spicy flavor set it apart from its competitors and make it a favorite among bartenders for making popular classic cocktails.

<p>Markets</p> <p>UNITED STATES</p> <p>EUROPE</p> <p>AUSTRALIA</p> <p>BRAZIL</p>	<p>Established</p> <p>1987</p>
	<p>Website</p> <p>↗ bulleit.com</p>





Commitment to Sustainability



Bulleit recently partnered with American Forests to plant one million trees by 2025



Annual \$25,000 grant to support Kentucky State University students in the Master of Agriculture Sciences in Environmental Studies program



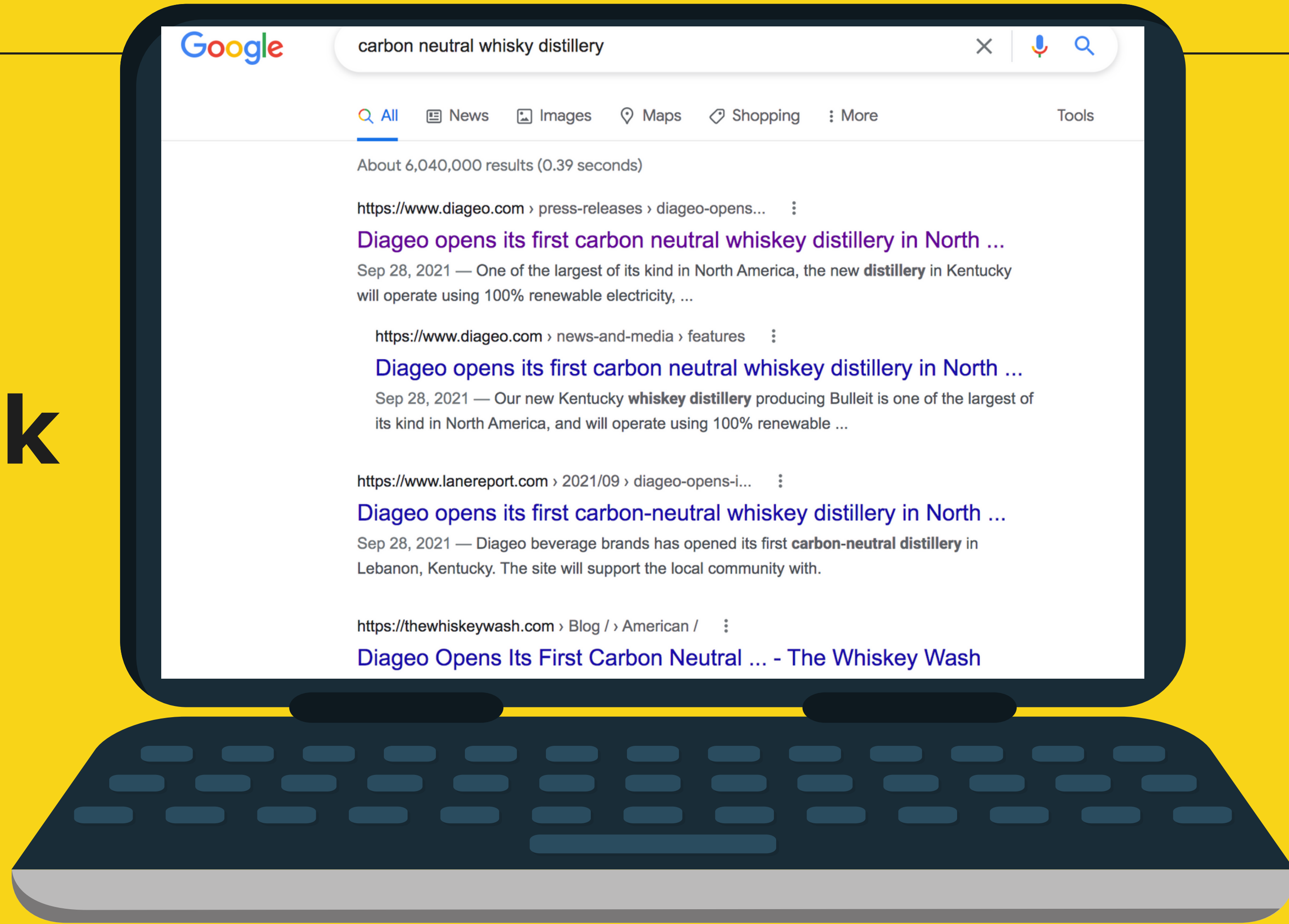
The Bulleit Visitor Experience includes a partnership with the non-profit Oceanic Global



“Two years ago, we set a vision and commitment to build our first carbon neutral distillery in North America...this is a significant step in our journey to create a low carbon future and be part of the solution to tackle the ongoing climate crisis,”

**- Perry Jones
Diageo President, North America Supply**

Positive feedback



Google

carbon neutral whisky distillery

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Tools

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<https://www.diageo.com> › press-releases › diageo-opens...

Diageo opens its first carbon neutral whiskey distillery in North ...

Sep 28, 2021 — One of the largest of its kind in North America, the new **distillery** in Kentucky will operate using 100% renewable electricity, ...

<https://www.diageo.com> › news-and-media › features

Diageo opens its first carbon neutral whiskey distillery in North ...

Sep 28, 2021 — Our new Kentucky **whiskey distillery** producing Bulleit is one of the largest of its kind in North America, and will operate using 100% renewable ...

<https://www.lanereport.com> › 2021/09 › diageo-opens-i...

Diageo opens its first carbon-neutral whiskey distillery in North ...

Sep 28, 2021 — Diageo beverage brands has opened its first **carbon-neutral distillery** in Lebanon, Kentucky. The site will support the local community with.

<https://thewhiskeywash.com> › Blog / › American /

Diageo Opens Its First Carbon Neutral ... - The Whiskey Wash

Diageo's main social attributes:

- Leadership
- Optimism
- Resilience
- Emotional and social intelligence





Further Research

Locating other carbon neutral whiskey distilleries
around the globe...



Nc'Nean Distillery, UK





Thank you!



Link to article: [here](#)