

HOW TO IDENTIFY GENUINE PRODUCT

Counterfeiting affects ALL categories of goods.

International spirits brands are targeted by counterfeiters because of the combination of popular demand and high profit opportunities.

Principle types of counterfeit spirits:



- *Refilled original bottles*
- *Completely fake bottles*
- *Illicit bulk liquid*

The vast majority of spirits sold are safe thanks to our Brand Protection programmes.

Every bottle tells a story

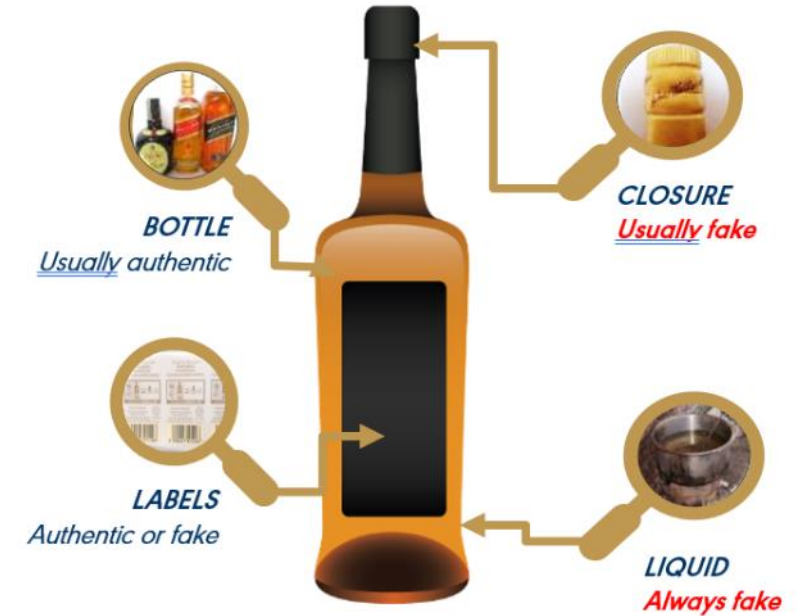
Counterfeiters will go to great lengths to fool the consumer into thinking that the pack is genuine, but a series of checks will reveal suspect products.

Examine the bottle methodically, and the clues will reveal themselves.

- Compare suspect samples against control samples
- Examine every aspect of the pack
- Start at the top and work your way down
- Always look for at least 2-3 clues from each element
- Never base your assessment on a single clue
- Use authentication technology
- Diageo maintain a library of all key brand authentication features

Use a genuine bottle as your benchmark, and if in doubt refer back to the Diageo Brand Protection team.

Simple checks will reveal a suspect bottle



Price

- If the price is too good to be true – it probably is

Location

- In most markets the vendor needs a licence to sell

Liquid

- Colour, clarity, taste and smell quality consistency

Closure

- Sealed, damage free & correct colour & print design

Packaging

- Damage free, correct design detail, colours & market details

Closures

Counterfeiters attack the closure to fool consumers into thinking the bottle is genuine.



The 2 most common forms of attack are:

1. Reworked original closures
2. Completely fake copy closures

Closures are designed to enable authentication, disrupt re-use and replication, so in many cases it is easier for the counterfeiter to source fake copy closures.

ALLIANCE is Diageo's covert rapid authentication technology which will identify genuine closures.

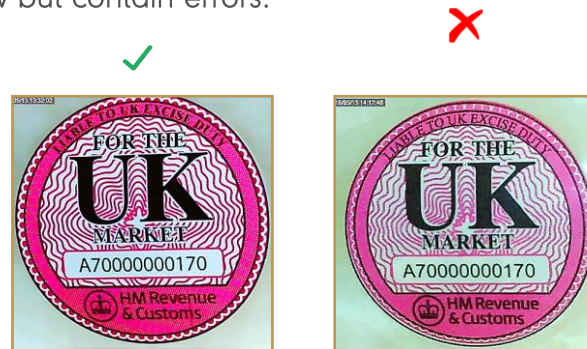


Labels

Our labels contain security features which are designed to complicate copying, and disrupt counterfeit.



Counterfeiters will replace damaged and dirty labels on refilled bottles with labels which may look like new but contain errors.



Counterfeiters use fake tax stamps to 'authenticate' their counterfeit products and fool consumers. Whilst at first glance the label artwork may appear to be correct, closer inspection reveals print differences.

Photographic authentication

In many cases we can provide remote authentication support if a series of clear pictures are shared.

When taking photographs, make sure the images are **close up, clear and in focus** without flash glare to capture as much detail as possible.



What to do

- Always purchase from reputable sources
- If purchasing online, check the seller's track record, rating and formal payment methods
- Dispose of empty bottles responsibly
- Beware of deals which are too good to be true
- Report any suspicious product by contacting your local Brand Protection Manager or emailing Brand.Protection@diageo.com