

DIAGEO

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General Manager, New England Cluster

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Dear Associates:

I hope all is well. Thank you for all of your support over the holidays.

I am writing this note to keep everyone up to date concerning Diageo's on-going engagement and leadership concerning the wine in grocery proposal. In addition to participating in recent events in Metro NY, we sponsored and hosted a very successful retailer "rally" event in Syracuse last night. It was a great success!

We continue to be **TOTALLY** committed to this fight against wine in grocery. Together with our lobbyists and government relations team at Diageo, we have remained fully engaged in lobbying to fight the Governor's recent proposal. As we did last year, we will be making a major donation to "The Last Store on Main Street" this week.

Please let us know what else we can do to support you and the other independent retailers in New York in this fight.

I know we can continue to count on your support for our industry leading brands!

All the best,

Joe