

**Response to question on notice**

The below is taken from [Diageo's Annual Report 2017](#).

In 2017 Australia net sales increased 3% driven by growth in scotch (Scotch whisky is a premium part of the business). The relaunch of the Johnnie Walker 'Keep Walking' campaign and innovations including blender's batch select cask and red rye finish contributed to Johnnie Walker net sales growth of 4%. Reserve (which is our premium drinks portfolio) was up 9%.

Whilst the ready to drink category remains challenging, innovation launches including Bundaberg Lazy Bear, Smirnoff Pure and Pimm's Premixes, delivered significant net sales for the business through addressing consumer demand for low tempo refreshing drinks.