

## Diageo

Diageo a leading brand beer, spirits, wines and cocktails business engaged with James Ross Consulting to provide technical support and project management on a variety of global packaging and dispense innovation projects. The main work centres being; Bishops Stortford, UK; Stamford, USA and Tokyo, Japan.

### **Innovating with Diageo, the world's leading premium alcoholic drinks manufacturer on ambitious global packaging and product design projects**

#### **Business Challenge**

The innovation target was ambitious and required good creativity, good project management, and excellent interaction between the liquid development team, the brand teams and marketing. In a highly competitive market innovation was critical to maintaining market share. The number of projects within the Global Packaging and Dispense Innovation Team at Bishops Stortford exceeded their available capacity. To maintain the development initiative James Ross Consulting were brought in to manage a number of the innovation projects, some well developed others at the start up phase.

#### **How JRC Helped**

JRC managed a range of innovation projects in the USA and UK. One of the projects was the development of a new, unique bottle and dispenser to serve a branded spirit with a hint of fruit flavouring, the key being to ensure the two liquids only mix at the point of dispense, maintaining the correct mix ratio to the very last drop. A second project was the ground breaking new method for serving draught quality Guinness. The target was to sell an additional 1m hectolitres of Guinness a year world wide. This involved concept generation, supplier liaison, prototype manufacture and testing, consumer testing, global supplier evaluation and selection and market launch.

#### **Value Delivered**

All projects handled by James Ross Consulting ran on target, the design concepts much admired and are now delivering the promised rewards.

#### **About Project**

Diageo Plc is the world's leading premium alcoholic drinks manufacturer and is committed to delivering significant incremental business through brand innovation. Their packaging and dispense innovation team based in Bishops Stortford play a key part in achieving this ambitious target. The innovation team develop new primary packaging designs and concepts for both new to world drinks as well as established brands.

#### **About James Ross Consulting**

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).