



214 Spanish Town Road, P.O. Box 190, Kingston 11, Jamaica
Tel: (876) 923-9291, Fax: (876) 923-8599

**An Organizational Announcement from Jaime Graña, Managing Director, Diageo WestLAC
and Marc Busain, HEINEKEN Regional President Americas regarding Cedric Blair**

Cedric Blair appointed General Manager, Caribbean and Central America, Diageo WestLAC

It is with great pleasure that we announce that Cedric Blair has been appointed to the role of General Manager, Caribbean and Central America within WestLAC, effective November 19, 2015. He will



assume responsibility for over 35 countries and the associated distributor relationships including the newly transitioned relationship with Heineken/D&G in Jamaica. Cedric and his family will relocate to Miami.

Cedric joined Diageo Jamaica in 1995 and has gained vast experience across Diageo in various Supply and general management leadership roles. In 2005 he was seconded to Diageo North America where he spent 18 months in Diageo Relay, Maryland as a Change Manager and close to 4 years in Menlo Park, California as Director of Operations. Cedric returned to Jamaica in August, 2009 as Operations Manager and a year later was appointed Supply Chain Director, joining the Jamaica Executive Team and the Desnoes & Geddes Board.

Most recently, Cedric was Managing Director for Diageo's former business in Jamaica with responsibility for managing both the Demand and Supply sides of Red Stripe. During his three-year tenure he led the turnaround strategy of the Red Stripe business to unprecedented success with several months of consecutive growth. He initiated and secured J\$7B capital expenditure to implement several key strategic initiatives such as Project Grow - Cassava production, Brewery Modernization, Co-Generation Plant, new flexible packaging lines, whilst securing tax equalization across all alcohol categories in Jamaica.

He also delivered strategic initiatives which enhanced Diageo's Responsibility and Sustainability agenda in Jamaica in particular the Diageo Learning for Life programme with over 11,000 Jamaicans impacted through first-time employment and which received numerous Government and media endorsements and awards.

/more

Richard Byles, Chairman of the Desnoes & Geddes Ltd. Board of Directors said, "Cedric's leadership has certainly bolstered the foundation for Red Stripe to become a global brand while strengthening the business domestically and in the Caribbean. He proudly leaves the business in excellent shape with its new owners. We will miss his passion and down to earth leadership style but we wish him continued success in this exciting new leadership opportunity within Diageo."

Jaime Graña commented, "I am particularly delighted that Cedric will remain with Diageo and will continue to be part of our WestLAC Executive team. He has displayed great leadership over the years and is known for his passion for developing himself and others and for his ability to deliver strategic transformation. We look forward to his continued strong contributions as we seek to deliver the first of many years of over delivery."

Commenting on today's news, Marc Busain, HEINEKEN Regional President Americas said, "I want to use this opportunity to thank Cedric for his years of service to this business. He leaves a strong legacy. His replacement at Red Stripe will be the subject of a future announcement."