

# First of its kind ‘Drink Wise’ campaign launched by Cinnamon Grand and DIAGEO



Cinnamon Grand takes its social responsibility towards customers to the next level by launching a pioneering campaign, to promote responsible drinking to customers and encourage them to be an informed and intelligent drinker. The initiative was in partnership with DIAGEO, the world's leading producer of spirits. The campaign primarily aims to raise awareness among customers to encourage them to drink responsibly by thinking about the decisions they make, when choosing to drink.

Rohan Karr, General Manager - Cinnamon Grand pointed out, "we encourage people to have fun and enjoy the pleasures of having a drink, remembering to eat regularly, drink lots of water to stay hydrated and never drink and drive. As part of this campaign, the 'Be wise-don't drink and drive' aspect will take top priority."

Travis Casater, F&B Manager - Cinnamon Grand said, "we hope to communicate this message to both our external and internal customers, because our customers

and our employees are valuable to us. It is vitally important that our staff too, are aware of how they should manage their own alcohol consumption in a responsible way.”