



All Things Wonderful in Whisky

ASX ANNOUNCEMENT:

2nd July, 2018

DEMETRIUS GIOUZELIS APPOINTED AS HEAD OF BRAND & COMMERCIAL

HIGHLIGHTS

- **AUSTRALIAN WHISKY HOLDINGS HAS APPOINTED DEMETRIUS GIOUZELIS AS HEAD OF BRAND & COMMERCIAL COMMENCING 1ST OF AUGUST, 2018**
- **MR GIOUZELIS CONTRIBUTES 17 YEARS OF MARKETING EXPERIENCE AND HAS BEEN RESPONSIBLE FOR THE MARKETING OF BRANDS INCLUDING JIM BEAM, MAKERS MARK, COINTREAU, LAPHROAIG, BOWMORE, AUCHENTOSHAN, ROKU GIN & THE HOUSE OF SUNTORY WHISKY PORTFOLIO INCLUDING YAMAKAZI**
- **MR GIOUZELIS WILL OVERSEE AUSTRALIAN WHISKY'S SALES AND MARKETING ACTIVITIES IN THE DOMESTIC AND INTERNATIONAL MARKETS**

Australian Whisky Holdings Limited ("Australian Whisky", "AWY", the "Company") (ASX:AWY) is pleased to announce that it has appointed Demetrius Giouzelis as the Company's Head of Brand & Commercial, commencing on the 1st of August, 2018. Raised in Hobart, Mr Giouzelis has held marketing, brand management and commercial roles across companies including Beam Suntory, Bacardi and Nestle. As Group Marketing Manager of Full Bottled Spirits for Beam Suntory Australia, he was responsible for overseeing marketing activities for leading international brands including Jim Beam, Makers Mark, Canadian Club and the House of Suntory whisky portfolio, which includes Yamazaki. He has also managed marketing for Laphroaig, Bowmore, Auchentoshan and Roku Gin. Mr Giouzelis' strong marketing experience will assist Australian Whisky in building awareness and driving sales for the Nant and Lark brands, both in Australia and internationally.

Australian Whisky Holdings CEO Chris Malcolm commented "We are very pleased to have someone as experienced as Demetrius as Head of Brand & Commercial for Australian Whisky and are extremely confident that his vast experience across multiple brands will contribute great value to our team."

The newly appointed Demetrius Giouzelis commented "To return to my hometown with my young family and be entrusted with further building this incredible portfolio of brands at AWY is a dream come true for me. I look forward to playing a role in next chapter of the already thriving Tasmanian distilling industry".



AUSTRALIAN WHISKY HOLDINGS LIMITED

www.australianwhiskyholdings.com

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ABOUT AUSTRALIAN WHISKY HOLDINGS LIMITED

At Australian Whisky Holdings, our vision is to give people the world over, the chance to appreciate Tasmanian artisan, single malt whisky and capitalize on the rapidly growing worldwide demand for premium single malt whisky. The Company operates leading international brands; Lark, Nant, Forty Spotted Gin, Overeem & and has an interest in Old Kempton Distillery.



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