

DIAGEO TO CUT 150 JOBS



Diageo, the world's largest producer and distributor of alcoholic drinks, plans to cut 150 jobs from its North American operations. The company, known for premium brands like Ketel One vodka, Baileys and Captain Morgan, said the cuts were equal to about 4% of its jobs in North America. The London-based company's North American headquarters are in Norwalk, Connecticut. Diageo has 16 supply facilities in the US and Canada. It plans to integrate its beer business, Diageo-Guinness USA, and its wine business, Diageo Chateau & Estate Wines, to save on costs. Consumers are largely paring back their purchases to essentials and trading down to less expensive brands.

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