

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

SECRETARY OF THE SENATE
03 MAR -4 AM 10:46

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required To Complete This Page

1. Registrant Name Diageo			
2. Address <input type="checkbox"/> Check if different than previously reported 1301 K Street, NW, Suite 1000 East Tower			
3. Principal Place of Business (if different from line 2) City: Washington State/Zip (or Country) DC 20005			
4. Contact Name Mike Bertman	Telephone (202) 715-1115	E-mail (optional)	5. Senate ID # 498
7. Client Name <input checked="" type="checkbox"/> Self Self			6. House ID # 3457

TYPE OF REPORT 8. Year 2001 Midyear (January 1-June 30) OR Year End (July 1-Dec

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇨ Termination Date _____

11. No Lobbying

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000

\$10,000 or more ⇨ \$ _____
Income (nearest \$20,000)

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000

\$10,000 or more ⇨ \$ 350,000
Expenses (nearest \$20,000)

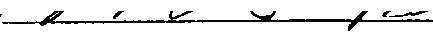
14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of

Method A. Reporting amounts using LDA definition

Method B. Reporting amounts under section 6011 Internal Revenue Code

Method C. Reporting amounts under section 162 Internal Revenue Code

Signature

Signature 

Printed Name and Title Mike Bertman, Director, Federal Affairs

LD-2 (REV. 6/98)

Registrant Name Diageo Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

15. General issue area code ALC (one per page)

16. Specific lobbying issues

H.R. 1509 - National Media Campaign to prevent underage drinking
S. 866 - National Media Campaign to prevent underage drinking


17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate
Department of Health and Human Services
National Institute on Alcohol Abuse and Alcoholism
Substance Abuse and Mental Health Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Mike Bertman	Director, Federal Affairs

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature  Date _____

Registrant Name Diageo Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the r engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

15. General issue area code ALC (one per page)

16. Specific lobbying issues

Distilled spirits product information
Drunk driving/transportation issues
Alcohol research issues

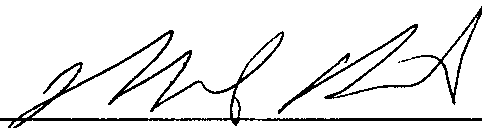
17. House(s) of Congress and Federal agencies contacted Check if None

House; Senate; White House Executive Office of Domestic Policy;
National Highway and Traffic Safety Administration; Department of Health and Human Services
National Institute on Alcohol Abuse and Alcoholism; Substance Abuse and Mental Health Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Mike Bertman	Director, Federal Affairs

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature  Date _____

Registrant Name Diageo Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the r engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

15. General issue area code ADV (one per page)

16. Specific lobbying issues

Broadcast Advertising

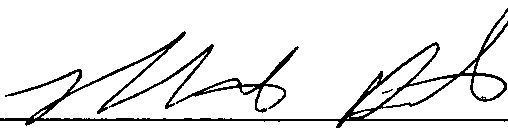
17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate
White House Executive Office of Domestic Policy
Department of Health and Human Services
National Institute on Alcohol Abuse and Alcoholism

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Mike Bertman	Director, Federal Affairs

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature  Date _____

Printed Name and Title Mike Bertman, Director, Federal Affairs

Form LD-2 (Rev.6/98)

Page _

Registrant Name Diageo Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code and provide the information as requested. Attach additional page(s) as needed.

15. General issue area code TAX (one per page)

16. Specific lobbying issues

H.R. 2023 - to reduce the rate of tax on distilled spirits
H.R. 1987 - to simplify the method of payment of taxes on distilled spirits


17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate
White House
Department of the Treasury

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Mike Bertman	Director, Federal Affairs

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature  Date _____

Registrant Name Diageo Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

15. General issue area code TRD (one per page)

16. Specific lobbying issues

Trade Promotion Authority

17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate
Office of the U.S. Trade Representative

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Mike Bertman	Director, Federal Affairs

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature  Date _____

Registrant Name Diageo Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code information as requested. Attach additional page(s) as needed.

15. General issue area code TRD (one per page)

16. Specific lobbying issues

Trade Promotion Authority; China: import tariffs and distribution rights; APEC: regional tariff, tax and other barriers to distilled spirits; Chile: FTA negotiations; Latin America: regional tariff, tax and other barriers to distilled spirits; FTAA negotiations; Singapore: FTA negotiations; India: tariffs, taxes, discriminatory non-tariff barriers; Israel: agriculture agreement negotiations; Thailand and India: discriminatory standards; Central and Eastern Europe: discriminatory tariffs; Korea: monitoring settlement of WTO case on discriminatory taxation; WTO: tariff and non-tariff barrier elimination for distilled spirits in agriculture, services, and other market access negotiations; WTO geographical designations for distinctive distilled spirits; sales of beverage alcohol on U.S. military bases.

17. House(s) of Congress and Federal agencies contacted Check if None

House; Senate; Department of the Treasury; Department of Agriculture; U.S. Customs Service; Bureau of Alcohol, Tobacco and Firearms; Office of U.S. Trade Representative; Department of Commerce; Department of State; Department of Defense

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Mike Bertman	Director, Federal Affairs
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19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature  Date _____

Registrant Name Diageo North America Client Name Self

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different from line 20)

City _____ State/Zip (or Country) _____

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is no longer expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that no longer pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Bus (city and state or country)

26. Name of each previously reported organization that is no longer affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities
Diageo	8 Henrietta Place	London, England	\$0.00

28. Name of each previously reported foreign entity that no longer owns, or controls, or is affiliated with the registrant affiliated organization

Signature



Date

