

NPRC Urges the Hispanic community to stop consuming Johnny Walker Stop Diageo NOW Campaign

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Washington, DC – The National Puerto Rican Coalition Inc. (NPRC) today launched its campaign **Stop Diageo NOW**, urging consumers in Puerto Rico and the mainland to stop consuming Diageo products during the holiday season. Some of Diageo products include Johnny Walker, Tanqueray, Smirnoff, Bailey's, Jose Cuervo, and Captain Morgan. Diageo is planning to stop using rum produced in Puerto Rico and start distilling their Captain Morgan brand on the U.S. Virgin Islands. The Puerto Rican rum industry is globally recognized and respected; Diageo's move scheduled for 2012 could impact the image and stability of this industry.

"If the Puerto Rican community on the Island exercise their consumer purchasing power in support of an industry that has elevated our economy and our image in the global arena, I'm sure the mainland consumers will join our efforts," explained Rafael A. Fantauzzi, President & CEO of NPRC. "We have to exercise our purchasing muscle to protect our jobs and our businesses."

If the deal becomes final and the U.S. Congress continues to remain passive, foreign owned Diageo could potentially receive a marketing subsidy of up to 50% from U.S. federal funds that are currently reimbursed to U.S. territories. Currently Diageo only receives a 10% subsidy from the funds generated by the rum producing industry in Puerto Rico to market Captain Morgan.

"We have to send a strong message to Congress that they have to limit U.S tax payers' dollars used to subsidies the marketing efforts of a foreign owned company. It is important that Congress takes serious action and enact H.R. 2122 so they can protect our hard earned tax payer dollars."

About NPRC

NPRC's mission is to systematically strengthen and enhance the social, political, and economic well-being of Puerto Ricans throughout the United States and in Puerto Rico with a special focus on the most vulnerable.

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WHEN : 2009-12-07 11:21:51
WHERE :

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