



BACARDI LIMITED

BACARDI LIMITED CELEBRATES 150-YEAR LEGACY OF INNOVATION WITH NEW PRODUCTS, CATEGORIES & WAYS FOR CONSUMERS TO ENJOY PREMIUM SPIRITS

Hamilton, Bermuda, July 25, 2012—Bacardi, the company that revolutionized the spirits world in 1862 with the creation of the world’s first smooth, light bodied, mixable rum—BACARDI—builds on its 150-year legacy of innovation with new category entries, new premium spirits with unique tastes, and fresh ways to enjoy great-tasting spirits and cocktails. This milestone anniversary marks the second greatest year of innovation for the Company in the past century and a half since Don Facundo Bacardí Massó forever changed the spirits world with BACARDI rum. Forty new products join the iconic Bacardi portfolio to meet growing consumer demand for drinks that make their lives more enjoyable, convenient and tasty.

“For the past 150 years, Bacardi has been a leader in product innovation, building on the legacy of my great-great grandfather. We see this anniversary year as the perfect time to exceed the high expectations of our consumers in quality, flavor, fresh ingredients, sustainable packaging and new ways to consume,” said Facundo L. Bacardi, Chairman of Bacardi Limited and fifth generation Bacardí family member. “Behind every new Bacardi product is the desire to create the perfect balance of taste, flavor and occasion ideal for enjoying a selection of cocktails to enhance our consumers’ multi-sensory experiences. Today’s consumers are hungry for new and exotic flavors, and willing to try new categories.”

This anniversary year of innovation builds off the success of the global launch of BACARDÍ OAKHEART, a new smooth, slightly smoky spiced rum specialty already the number four ranked spiced rum in volume in the U.S. and fast becoming a global favorite.

In celebration of the 150th anniversary, BACARDÍ rum limited-editions commemorate the rich history of the iconic brand. BACARDÍ, de Maestros de Ron, Vintage: MMXII is a combination of the finest rums laid to rest in oak barrels over the last 20 years, blended by eight Maestros de Ron (Master Blenders), each a Bacardí family member. Finished in 60-year-old oak barrels, the vintage rum is displayed in an award-winning design hand-blown crystal decanter. Truly exclusive, only 200 are available for \$2,000 each.

The 150th anniversary specialty pack for BACARDÍ Superior rum creates a striking display in travel retail stores as the limited-edition package is decorated with vibrant historical advertising imagery. On the back, a note from Chairman Facundo L. Bacardi recalls how in 1862 his great-great-grandfather created a revolutionary rum with a smooth and refined taste which would inspire cocktail pioneers to create some of the first classic cocktail recipes including the original Daiquirí, the authentic Mojito, and the original Cuba Libre.

Bacardi prides itself on state-of-the-art new product development facilities in the United States, Italy, India and coming soon in China. The centers in Asia meet the needs of the ever-growing and unique demands of consumers in these key emerging markets—many who are new to the premium cocktail experience. Our flavor experts search the world for the freshest ingredients, best flavors, and exotic botanicals to create unique combinations consumers will enjoy.

Specialists with extraordinary knowledge of the art of flavors work closely with our Maestros for often a year or more to develop each new product. Their goal is a perfect taste experience and will tweak until just right. As a sign of this commitment and creativity, the Bacardi team created 40 different formulations before determining its latest flavored rums, BACARDÍ Wolfberry and BACARDÍ Black Razz. These flavor combinations of blueberry and exotic wolfberry for BACARDÍ Wolfberry and raspberry and Mexican black sapote for BACARDÍ Black Razz have never before been infused with rum and bring a fresh, new and adventurous taste.

Now available in the U.S., these two new flavors are also first to use breakthrough temperature activated bottles that change appearance when chilled. Wolf Berry reveals a red claw mark across the label while Black Razz unveils an enlarged brilliant red berry logo.

For the calorie-conscious, our new “light” products offer the great taste of a freshly-made cocktail with reduced calories. In the U.S., BACARDÍ Classic Cocktails Light are the Company’s first low-calorie offering in the ready-to-serve category, with just-made tastes using natural flavors and under 95 calories per serving.

Meeting the growing global consumer demand for convenience with cocktails any time, any place; Bacardi introduces BACARDÍ+ ready-to-drink bottles and cans of pre-mixed cocktails with mixers in the U.S., Canada, Australia, Europe, India, China, Japan and Thailand. BACARDÍ OAKHEART & Cola, our new spiced cocktail, is available in cans in Belgium, Netherlands, Germany, UK and Canada.

Continuing with new flavors and convenience, Canada now enjoys BACARDÍ BREEZER Spritzer bottles in Lemonade, Raspberry Citrus and Peach Mango. While Thailand can now explore the convenient, any time flavor explosion of BACARDÍ BREEZER Pink Grapefruit; and Blueberry and Ruby Grapefruit in China. In Canada and the UK, consumers can now enjoy a variety of new flavors in BACARDÍ BREEZER 100 Calories.

GREY GOOSE, the world’s best-tasting vodka and leader in super-premium vodka, takes flavors to a higher level with GREY GOOSE Cherry Noir. This new expression represents a bold, rich and sensuous side of the super-premium brand from France and is crafted with 100% natural essence from the finest black cherries, dark fruit flavors and layers of spice, plus a warm, lingering finish.

D’USSE Cognac is a fresh entry into the somewhat dusty category. This new expression with a bold taste and smooth, balanced finish has quickly attracted a following of key influencers. D’USSE was created and produced at the prestigious Chateau de Cognac, the only royal house of Cognac in all of France. This great new taste in Cognac is delicious neat or with cola. D’USSE is on shelves in New York and will begin rollout to additional markets in September.

MARTINI, the number one Italian sparkling wine brand in the world, continues to reach consumers in Europe with the refreshing taste of MARTINI Royale. This favorite-call cocktail is available now in convenient ready-to-serve packages. It balances the delicate fruitiness of MARTINI Bianco or MARTINI Rosato and the aromatic, refreshing sparkle of MARTINI Prosecco to create a vibrant, fresh flavor with effervescent bubbles. Just pour over ice and enjoy.

BOMBAY SAPPHIRE East expands distribution in the U.S. and global travel retail. The brand’s first new gin in 25 years is named for the flavors of Asia—Thai lemongrass and Vietnamese black peppercorns—which give a spicy, full nose and taste to create the perfect gin and tonic.

“Bacardi is a proven leader in innovation with more than 150 years of experience in creating new spirit products. Bacardi pioneered techniques which paved the way for the vibrant cocktail culture of today, and we continue with our unwavering commitment to industry-leading quality and award-winning taste,” said Ed Shirley, President and CEO of Bacardi Limited. “Delighting consumers around the world has always been the Company’s top priority. We regularly engage consumers to better understand what they want in new tastes and flavors as we are always innovating to improve enjoyment, the making of cocktails, and the overall consumer experience.”

After 150 years, Bacardi continues to excite the senses with both art and science to take palates to new levels. To learn more about Bacardi and its pioneering heritage, visit www.BacardiLimited.com/150 and www.BacardiMediaCentre.com.

About Bacardi Limited

Bacardi Limited, the largest privately-held spirits company in the world, produces and markets internationally-recognized spirits and wines. Its brand portfolio comprises more than 200 brands and labels, including BACARDI rum, the world's best-selling and most-awarded rum; GREY GOOSE vodka, the world's leading super-premium vodka; DEWAR'S Blended Scotch whisky, the top-selling blended Scotch whisky in the U.S.; BOMBAY SAPPHIRE gin, the top-valued and fastest-growing premium gin in the world; MARTINI vermouth and sparkling wines, the world's leading vermouth and the world's favorite Italian sparkling wines; CAZADORES 100% blue agave tequila, the #1 premium tequila in Mexico and a top-selling premium tequila in the United States; ERISTOFF vodka, one of the fastest-growing vodka brands in the world; and other leading and emerging brands.

Founded in Santiago de Cuba on February 4, 1862, and family-owned for the past seven generations, Bacardi employs nearly 6,000 people, manufactures its brands at 27 facilities in 16 markets on four continents, and sells in more than 150 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

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