



MARTINI® CELEBRATES 150 YEARS OF ITALIAN STYLE AT GLITTERING ANNIVERSARY GALA

Italian classic set for sparkling future as world of MARTINI comes to life on shores of Lake Como

LAKE COMO, ITALY, 19 September 2013 – MARTINI, the world's favorite vermouth and number one Italian sparkling wine, celebrated its 150th Anniversary in spectacular fashion on the shores of Lake Como.

The gala to celebrate 150 years of MARTINI, the ultimate symbol of Italian style and passion, was filled with magical MARTINI moments from the past, the present and the future all set against the stunning backdrop of the Italian lakes.

International recording artist Lily Allen, Grammy-nominated pianist Chilly Gonzales, DJ and producer Mark Ronson and supermodel and actress Rosie Huntington-Whiteley were among the guests at the exclusive celebration held in the palatial Villa Erba. As they enjoyed MARTINI sparkling wines and a collection of incredible cocktails made with MARTINI vermouth, the 600 guests explored the exciting world of MARTINI today and in the future including the trend-setting MARTINI style of motor sports, cinema, fashion and art.

CLASSIC COCKTAILS

Cocktails at the gala were created by some of the world's top bartenders and included classics first made with MARTINI including the Negroni and the Manhattan and another in the making, the MARTINI Royale -- a refreshing cocktail made with equal parts MARTINI Prosecco and MARTINI Bianco or Rosato, served over ice with a squeeze of lime and a sprig of mint.

For 150 years, the extraordinary taste of MARTINI vermouth and MARTINI sparkling wines has been created using the finest ingredients by true master craftsmen. In its 150th year, it's these experts in taste who are upholding the same exceptional quality standards first set in 1863 by Luigi Rossi, the original creative herbalist and liqueur expert for MARTINI. It was Luigi who, together with two other visionaries Alessandro Martini, a gifted salesman, and accountant Teofilo Sola, established MARTINI 150 years ago.

RACING TO RED CARPET

A fleet of stunning MARTINI Racing cars greeted guests as they arrived on the red carpet. MARTINI has enjoyed a long-standing relationship with motor sports and has always embodied the same courage, creativity and spirit of endeavour found in motor racing. The classic automobiles, valued at more than €6 million (US\$8 million), herald a new era of MARTINI Racing which was announced this year as part of the 150th Anniversary celebrations.



Performing from a floating stage on Lake Como, the night's very special musical performances included a unique collaboration between Lily Allen and Chilly Gonzales. Mark Ronson filled the dance floor with a specially created set. And with a nod to the ongoing relationship MARTINI enjoys with cinema, the renowned Orchestra Italiana Del Cinema entertained guests with a selection of Fellini film scores.

"It was an honor to be part of the MARTINI 150 anniversary event tonight," said Lily Allen. "The villa was gorgeous, the crowd was fun, the MARTINI Royales were flowing, and I loved performing with Chilly. Happy birthday MARTINI!"

MARTINI FOREVER

Distinguished guests in attendance included Facundo L. Bacardi, Chairman of Bacardi Limited and the great-great grandson of Bacardi founder Don Facundo Bacardí Massó, and Ed Shirley, President and CEO of Bacardi Limited. The company acquired the Martini & Rossi Group in 1993. Mr. Bacardi led the guests in a toast to 150 incredible years and to the future success of MARTINI.

"We are excited to be here to celebrate the 150th Anniversary of MARTINI a brand which is synonymous with Italian style. I feel honored to be a part of the continuing success of MARTINI," said Mr. Bacardi. "This incredible celebration reflects the MARTINI of today and gives a taste of its future. The world of MARTINI is as exciting today as when consumers first fell in love with the passion, charm and attitude of this Italian icon. We are looking forward to a future filled with MARTINI style and passion."

About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ rum, the world's best-selling and most-awarded rum, as well as the world's most-awarded spirit; GREY GOOSE vodka, the world's leading super-premium vodka; DEWAR'S Blended Scotch whisky, the world's most-awarded blended Scotch and the best-selling premium 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, one of the most popular premium tequilas in Mexico and the United States; ERISTOFF vodka, one of the fastest-growing vodka brands in the world; and other leading and emerging brands.

Founded 151 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi now 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



ABOUT MARTINI®

One of the most iconic brands in the world, MARTINI® is the leading name in Italian winemaking and a purveyor of the highest quality aromatised and sparkling wines. The award-winning, vibrant and bittersweet taste of the MARTINI® range is the result of secret blends of more than 40 botanicals sourced from the finest locations across the globe. Created in 1863 in Turin, Italy, MARTINI® is today part of the Bacardi Group portfolio and continues to be the market leader of the category.

For further enquires, please contact the MARTINI® Global Press Office on martini@exposure.net

MARTINI® BIANCO, MARTINI® ROSATO, MARTINI® ROSSO, MARTINI® EXTRA DRY, MARTINI® ASTI, MARTINI® PROSECCO, MARTINI® ROSE AND MARTINI® BRUT.

LUCK IS AN ATTITUDE™

PLEASE ENJOY MARTINI® RESPONSIBLY.

MARTINI, THE BALL AND BAR LOGO, MARTINI ROYALE AND LUCK IS AN ATTITUDE ARE TRADEMARKS.



facebook.com/MARTINI



YouTube.com/MARTINI