



WORLD'S FAVORITE BACARDÍ RUM GIVES NEW LIFE TO BARRELS IN "GOOD SPIRITED" INITIATIVE

BACARDÍ rum barrels are recycled into landscape mulch

Hamilton, Bermuda, March 18, 2014 – It takes time – in some cases, many years – for BACARDÍ rum to mellow and come of age. It's the length of time the rum spends in American white oak barrels that determines the spirit's richness, aroma and smoothness.

When the rum is ready, and it's time to retire the barrels – usually after approximately 20 years of continual use – caretakers make sure the signature containers live on. At Bacardi Corporation in Puerto Rico, old barrels are ground into woodchips that are then spread as mulch for landscaping.

This recycling effort not only helps beautify the 127-acre campus of the world's largest premium rum distillery, it also supplies employees with nutrient-rich mulch that they can use on their own lawns and gardens at home.

"If we didn't recycle, our barrels would eventually go to a landfill, which is not the best option for a small island like Puerto Rico," says Lissette Sepulveda, Environmental Health & Safety Coordinator for Bacardi Corp. "Turning old rum barrels into mulch helps achieve our global sustainability goal to return to the environment at least as much as we take away."

Building on current programs and efficiencies to reduce water and energy use and greenhouse gas emissions, the Bacardi Limited "Good Spirited" global sustainability program sets specific goals in three areas:

- **Responsible Sourcing:** Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials while maintaining or enhancing the economic status of growers and suppliers. By 2017, the goal is to obtain 40 percent of the sugarcane-derived products used to make BACARDÍ rum from certified, sustainable sources – and 100 percent by 2022. This pledge from Bacardi is an industry first.
- **Global Packaging:** Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials. By 2017, Bacardi plans to reduce the weight of its packaging by 10 percent and achieve 15 percent by 2022.
- **Operational Efficiencies:** Bacardi continues to focus on reducing water use and greenhouse gas (GHG) emissions with a 2017 goal to cut water use by 55 percent and GHG emissions by 50 percent. In addition, Bacardi aims to eliminate landfill waste at all of its production sites by 2022.

To learn more about Bacardi Limited and its "Good Spirited: Building a Sustainable Future" environmental initiative for sourcing, packaging and operational efficiencies across the entire Bacardi family of premium spirits brands, visit <http://www.bacardilimited.com/good-spirited>.

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; 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; and other leading and emerging brands including WILLIAM LAWSON'S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur.

Founded 152 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi employs nearly 6,000 people, manufactures its brands at 27 facilities and sells in more than 150 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

About BACARDÍ Rum

In 1862, in the city of Santiago de Cuba, founder Don Facundo Bacardí Massó revolutionized the spirits industry when he created a light-bodied rum with a particularly smooth taste – BACARDÍ. The unique taste of BACARDÍ rum inspired cocktail pioneers to invent some of the world's most famous recipes including the BACARDÍ Mojito, the BACARDÍ Daiquirí, the BACARDÍ Cuba Libre, the BACARDÍ Piña Colada and the BACARDÍ Presidente. BACARDÍ rum is the world's most awarded rum, and spirit, with more than 550 awards for quality, taste and innovation. Today, BACARDÍ rum is made in Puerto Rico and Mexico where it is crafted to ensure the taste remains the same as it did when it was first blended in 1862. www.bacardi.com

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