



## **BACARDÍ Rum Bottles are Sustainably Designed and Elegantly Engineered**

Hamilton, Bermuda, July 15, 2014 – Just as the making of BACARDÍ® rum is an exacting science, so is the crafting of every bottle bearing the iconic bat logo and prestigious Bacardí family name. Bottles for each distinctive brand in the award-winning rum portfolio are highly engineered – crafted for beauty and environmental efficiency.

One example is the bottle for BACARDÍ Classic Cocktails. Through careful, creative redesign, it now weighs 30% less than it did just a few years ago. That makes shipping more streamlined, resulting in lower CO2 emissions.

Another standout is the BACARDÍ rum bottle used for the entire line of party drinks – made of 100% recyclable PET (polyethylene terephthalate) plastic. PET is the same plastic material used for bottled water. It also requires less energy to produce than glass, lowers transportation costs and fuel emissions – and importantly, is safer than traditional glass for on-the-go venues.

“Since glass should not be used around the pool, on a boat or at many public events, we redesigned the BACARDÍ Party Drinks packaging and were able to reduce the weight by 90% using PET,” explains Roger Van Dusen, Manager of Global Packaging Development for Bacardi.

Since 2006, Bacardi has reduced the weight of its entire brand portfolio packaging by more than 7%. The weight reduction is equivalent to taking 1,100 full truckloads off the road – a significant reduction in the Bacardi carbon footprint.

“Sustainability is truly a part of the Bacardi DNA, embedded way back from our founding in Cuba,” adds Van Dusen. “The passion we have is a driving force for our environmental efforts to this day to return to the environment at least as much as we take away. We’re setting sustainability standards for others in the spirits industry to follow.”

For Bacardi, sustainability is good business – an approach that dates back to the very beginning of the Company. Bacardi founder, Don Facundo Bacardí Massó, opened his first distillery on February 4, 1862, in Santiago de Cuba. He built the business on a challenge from the Spanish government to reduce surplus amounts of molasses in Cuba, leading to the crafting of BACARDÍ rum.

Building on current programs and efficiencies that reduce environmental impacts, the Bacardi Limited “Good Spirited” global sustainability program sets specific goals in three areas to help the Company reach its vision of a net zero environmental impact:

- **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% of the sugarcane-derived products used to make BACARDÍ rum from certified, sustainable sources – and 100% 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% and achieve 15% 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% and GHG emissions by 50%. 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 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

[www.BacardiLimited.com](http://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](http://www.bacardi.com)

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