



ALL-ENCOMPASSING APPROACH TO RECYCLING AT BACARDI

Jacksonville, Fla. employees embrace “Good Spirited” initiative as routine part of corporate culture

Hamilton, Bermuda, July 29, 2014 – Bacardi Bottling Corporation in Jacksonville, Florida, is a constant whirl of activity. Here, the world’s favorite BACARDÍ® rum goes through the final stages of blending before it is bottled and boxed for distribution across the United States.

A glimpse inside the facility reveals a highly efficient, carefully orchestrated production rhythm. The myriad of materials involved in the bottling of BACARDÍ rum are recycled. Sustainability is a daily focus for the close to 200 employees working on the bottling lines, on the grounds and in the offices.

The sole bottling plant for BACARDÍ rum branded products enjoyed in the United States recycles almost everything generated or used in the manufacturing process: glass, plastic, aluminum, paper, and even wastewater. “Every single thing we do is to divert waste from landfills,” explains Jacksonville-based Operations Development Manager Jennifer Eckberg. “It’s the right thing to do.”

As part of its “Good Spirited” sustainability program, Bacardi aims to eliminate landfill waste at all of its production sites globally by 2022. The same commitment is clear at the 92 acre Bacardi Bottling Corporation site. “Last year alone, this campus recycled enough office paper to fill a bus. That’s three tons of paper that never made it to a landfill,” says Eckberg. “In addition, it is commonplace for Bacardi that a plastic bottle does not go in the trash – it goes into a specific recycle bin.”

Those bins are never far away – so for Bacardi employees, living and working sustainably are part of the daily corporate culture. “We are very responsible corporate citizens,” explains Eckberg. “That means doing our part for the environment. We are proud of the accomplishments that we’ve made and we’re looking forward to the future.”

Since 2006, when the Company began tracking its global impacts on the environment, Bacardi has reduced nonrenewable energy use by 27.7%, supported by a 28.5% decrease in greenhouse gas emissions from production. Building on current programs and efficiencies that reduce its environmental impacts, the Bacardi Limited global sustainability program sets specific goals in three areas to help the Company reach its vision of a net zero impact:

1. **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.
2. **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.
3. **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

About Bacardi Bottling Corporation

Founded in 1972, Bacardi Bottling Corporation is a Center of Excellence for Bottling and the sole bottling plant for BACARDÍ® rum branded products enjoyed in the United States. The facility also provides BACARDÍ® rum for export to Mexico, Canada, Bahamas, Puerto Rico, Germany, South Korea, Costa Rica, South America, Israel, New Zealand, Australia and Japan.

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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