



BACARDI PROMOTES SUSTAINABILITY ACROSS SUGARCANE INDUSTRY

As a founding member of Bonsucro®, Bacardi helps set economic, environmental and social standards for sugarcane production as part of its “Good Spirited” environmental initiative

Hamilton, Bermuda, August 12, 2014 – A key ingredient of the world’s favorite BACARDÍ® rum is molasses, a by-product of sugarcane. Around the world, Bacardi aims to select suppliers who can produce high quality yields under sustainably certified conditions.

Bonsucro®, the global, non-profit organization that fosters the sustainability of the sugarcane sector, assists in the oversight process. It has developed a metric-based sustainability standard and certification process for the sugarcane industry. Family-owned Bacardi is a founding member and works with the organization to improve economic, environmental and social conditions in the regions around the world where sugarcane is produced.

“The Bonsucro standard covers areas such as human rights and labor conditions, bio-diversity, environmental and economic viability of the sugarcane producers,” explains Natasha Schwarzbach, Interim General Manager for Bonsucro.

Farmers, millers and end-users of sugarcane must meet rigorous requirements to be verified as sustainable by Bonsucro. Then as members, they work collaboratively to raise the bar at every step across the supply chain.

Bacardi is continuing to drive this effort, working with its suppliers to achieve high sustainability standards. The goal by 2022 is that all of its sugarcane products – 100% – used for BACARDÍ rum will come from certified, sustainable sources. This pledge from Bacardi is an industry first.

With that, Bacardi is making a difference on the ground in places where sugarcane is grown. In Fiji, the Company helps sugarcane growers develop model, sustainable farms. The program is a joint partnership with the World Wildlife Fund (WWF) to educate farmers about increasing crop yields while, at the same time, reducing water runoff and other older practices that are hazardous to the Great Sea Reef.

“There have been a lot of challenges in the sugarcane industry,” says Dave Howson, Global Sustainability Director for Bacardi, the largest privately held spirits company in the world. “That’s why Bonsucro is so important. It’s really working to develop a sustainable sugarcane industry. Together with Bonsucro, our commitments are also a key pillar to building a sustainable future for Bacardi.”

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. These activities are part of the Bacardi Limited “Good Spirited: Building a Sustainable Future” initiative that sets specific goals by 2022 for sourcing, packaging and operations across the entire Bacardi family of premium spirits brands to help the Company reach its vision of a zero-net 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.

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 Bonsucro

Bonsucro® is a global multi-stakeholder non-profit organisation dedicated to reducing the environmental and social impacts of sugarcane production while recognising the need for economic viability. Bonsucro links its name to a product or process that has been certified by an independent certification body as being in compliance with the Bonsucro Standard. It is the first global metric standard for sugarcane. With an ever-increasing membership list counting over 100 members from 27 countries representing all areas of the supply chain, and a Board of Directors that is similarly representative of the variety of industry actors, Bonsucro is a highly robust, transparent and democratic organisation that has the resources and commitment to bring about its vision: A sugarcane sector that is continuously improving and verified as sustainable. Visit www.bonsucro.com to learn more.

Media Contacts

Patricia M. Neal/Amy Federman, +1.441.294.1110, afederman@bacardi.com

LIVE PASSIONATELY. DRINK RESPONSIBLY.

©2014 BACARDI

BACARDI, THE BAT DEVICE & OTHER MARKS RELATED TO PRODUCTS ARE TRADEMARKS OF BACARDI & COMPANY LIMITED OR OF OTHER SUBSIDIARIES OF BACARDI LIMITED.