



**Bacardi Good Spirited Sustainability Campaign Wins Platinum
at 2015 Hermes Creative Awards**

International competition awards Bacardi three top honors for best program in Corporate Social Responsibility, Internal Communications, and PR Campaign

Hamilton, Bermuda, May 6, 2015 – Bacardi Limited has been awarded top honors by Hermes Creative Awards for the 2015 international awards competition for creative professionals involved in the concept, writing and design of traditional and emerging media for its Good Spirited: Building a Sustainable Future sustainability initiative. The Bacardi campaign won Platinum in three separate categories of Corporate Social Responsibility, Internal Communications and Public Relations Campaign.

Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. There were more than 6,000 entries from throughout the United States, Canada and other countries in the 2015 competition. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

The global Bacardi Good Spirited sustainability campaign was designed to showcase a heritage, ingrained in the Company since its inception, to reduce environmental impact in three areas critical to making its world-class products: Sourcing, Packaging and Operations.

The program served as an opportunity to engage employees, trade partners, and consumers while raising awareness of sustainable business practices. Corporate Communications collaborated with Operations to create a sustainability vision, campaign visual identity and program goals, as well as to build brand stories featuring employees across the business.

“It’s truly an honor to be recognized by our peers for such an important call-to-action,” said Jim Gallagher, Chief Communications Officer of family-owned Bacardi Limited, the largest privately held spirits company in the world. “To reinforce that sustainability is everyone’s responsibility, our videos and news releases featured employees beyond the C-suite. From site managers, packaging developers, to landscapers and blenders – employees across many countries and functions – told the story of sustainability at Bacardi for its iconic brands including BACARDÍ rum, MARTINI vermouth and sparkling wines and BOMBAY SAPPHIRE gin.”

Association of Marketing and Communication Professionals (AMCP) judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners were selected from 195 categories grouped under advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media, and pro bono. About 15 percent of the entries won the Platinum Award – the organization’s top honor. 22 percent won the Gold Award.

A full list of winners can be found on the Hermes Creative Awards website at www.hermesawards.com.

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

About Hermes Creative Awards

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcpros.com). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession.

As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. Hermes entrants are not charged entry fees to enter work they produced pro bono. In addition, the efforts of generous marketing and communication professionals are acknowledged through grants and special recognition.

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, GREY GOOSE® vodka, DEWAR’S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON’S®, ERISTOFF® vodka, and ST-GERMAIN® elderflower liqueur.

Founded more than 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi 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

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