



BACARDÍ®, GREY GOOSE® and MARTINI®
Named “Most Recommended Liquor Brands” by Women

Recognized with the Women’s Choice Award® as America’s Most Recommended
Rum, Vodka and Vermouth

Hollywood and Coral Gables, Fla., September 10, 2015 - As the leading advocate for female consumers, WomenCertified Inc. is delighted to honor [BACARDÍ](#) rum, [GREY GOOSE](#) vodka and [MARTINI](#) vermouth with the 2015 [Women’s Choice Award](#) seal as “America’s Most Recommended” rum, vodka and vermouth. This award designation is based on a national survey of thousands of women across the United States who were asked to select the brands they would most highly recommend to family and friends.

“The Women’s Choice Award’s mission is to identify which brands are most recommended by women,” said Delia Passi, CEO and Founder. “By carrying the Women’s Choice Award seal, the iconic brands of BACARDÍ, GREY GOOSE and MARTINI signify their commitment to empower women to make smart buying choices.”

“It’s truly an honor to have these three brands selected as the go-to alcohol beverage choices for consumption and entertaining by women all over the United States,” said Pete Carr, Regional President for Bacardi in North America, the marketing, import and distribution arm of one of the world’s leading spirits and wine producers. “These recommended ratings take trust to a whole new level from some of the most discerning U.S. consumers – women.”

According to the 2015 Marketing to Women Conference, research shows that women are more likely to purchase a product if they have a recommendation from their family, friends or peers. Furthermore, in a Nielsen survey titled “[Global Trust in Advertising](#),” respondents said they trusted recommendations above all other forms of advertising.

“When a woman is willing to recommend a brand or service to others, it means that business or brand has earned her loyalty. Those are the businesses and brands we wish to recognize for their efforts and commitment to the No. 1 consumer – women,” adds Passi.

As the chief decision makers for the home, women represent an economic powerhouse, making over 85% of the consumer purchases (in the U.S.) and influencing over 95% of total goods and services (Competitive Edge Magazine and EPM’s Marketing to Women, 2015).

Women are earning, spending, and influencing spending at a greater rate than ever before, accounting for \$7 trillion in consumer and business spending in the U.S. (Steven Parker Jr., 2014). Over the course of a family’s life, 90% of married women will control its wealth. (Marketing Zeus.com, 2015).

“We are pleased to know that women consumers nationwide not only enjoy, but also recommend BACARDÍ, GREY GOOSE and MARTINI for their quality and great taste,” added Carr.

About Women's Choice Award®

The Women's Choice Award sets the standard for helping women make smarter purchasing choices. The company and its awards identify the brands, products and services that are most recommended and trusted by women. Additionally, they recognize those that deliver a recommendation-worthy customer experience. Awards are based on surveys of thousands of women, as well as research conducted in partnership with the Wharton School of the University of Pennsylvania. As the leading advocate for female consumers, WomenCertified Inc., home of the Women's Choice Award, created the first national award based on the ratings and preferences of women. www.WomensChoiceAward.com

About BACARDÍ® Rum

In 1862, BACARDÍ revolutionized the spirits industry when founder Don Facundo Bacardí Massó began producing his remarkable light-bodied, smooth rum. The unique taste of BACARDÍ inspired cocktail pioneers to invent some of the world's most famous drink recipes including the Mojito, the Daiquirí, the Cuba Libre, the Piña Colada, and the Presidente. BACARDÍ Superior rum has won more than 550 awards for quality and taste making it the world's most awarded rum. Today, BACARDÍ is mainly produced in Puerto Rico, following the production legacy set forth by Don Facundo Bacardi Massó – crafted in a five step distillation process, mellowed in American white oak barrels, and filtered five times for unparalleled quality and smoothness. www.bacardi.com

About GREY GOOSE® Vodka

Every aspect of the creation of GREY GOOSE is focused on crafting vodka of unmatched quality. The creation of GREY GOOSE begins with the very best ingredients from France – soft winter wheat from the Picardy region, le grenier a ble (the breadbasket of France) and spring water from Gensac-La-Pallue, in the Cognac Arrondissement (Region), which is naturally filtered through limestone. A unique distillation process brings out the naturally superior characteristics of these ingredients. From field-to-bottle, the expertise of the GREY GOOSE Maître de Chai (Cellar Master), Francois Thibault, ensures an unparalleled smoothness and exceptional taste to the connoisseur palate. The GREY GOOSE portfolio is comprised of GREY GOOSE vodka, GREY GOOSE La Poire, GREY GOOSE L'Orange, GREY GOOSE Le Citron, GREY GOOSE Cherry Noir, and GREY GOOSE Le Melon flavored vodkas, and GREY GOOSE VX spirit drink. www.greygoose.com

About MARTINI® Vermouth

One of the most iconic brands in the world, MARTINI is the leading name in Italian winemaking and a purveyor of the highest quality aromatized and sparkling wines. The award-winning, vibrant and bittersweet taste of the MARTINI range is the result of secret blends of more than 40 botanicals sourced from the finest locations across the globe. The MARTINI portfolio includes: MARTINI Bianco, MARTINI Rosato, MARTINI Rosso, MARTINI Extra Dry, MARTINI Asti, MARTINI Moscato d'Asti, MARTINI Prosecco, MARTINI Rosé, MARTINI Brut and MARTINI Royale. www.martini.com

The BACARDÍ®, GREY GOOSE® and MARTINI® brands are part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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