



## **BACARDI PARTNERS WITH RYDER TO PROMOTE SUSTAINABLE SHIPPING PRACTICES**

***Company's "Good Spirited" initiative orchestrates fuel-efficient solutions  
with fewer trucks on the highways***

Hamilton, Bermuda, January 14, 2015 – A logistical symphony unfolds as BACARDÍ rum rolls off bottling lines at the Bacardi facility in Jacksonville, Florida. Everyday thousands of cases are loaded into shipping containers for nationwide distribution via truck, train or a combination of the two.

"It's what we call intermodal transportation. Rail lines carry the product for long distances, and then trucks are at the other end for the shorter haul. The upshot is that there are fewer big rigs on the highway which can help to lower CO2 emissions," explains Robert Damon, Bacardi North America Transportation Director.

Bacardi partners with Ryder System, Inc. (NYSE: R) – well known for its fleet of trucks, tractors and trailers – and increasingly, for its sustainable logistics and supply-chain solutions. Ryder procures all of Bacardi's U.S. domestic shipments and has helped the company transition more of those shipments from truckload to intermodal.

"Ryder's business model to improve transportation logistics is perfectly married to the long-standing commitment Bacardi has to sustainability with its supply chain," says Nanci Tellam, Ryder Environmental Services & Sustainability Group Director. "It's rewarding to see how the two companies work together to lower operating costs, improve transportation efficiencies and reduce greenhouse gases."

"We make sure the carriers and companies we work with are cognizant of the need and support efforts to create a cleaner and more fuel-efficient environment," adds Damon.

The collaboration includes partnering with the U.S. Environmental Protection Agency (U.S. EPA) SmartWay Transport Partnership program promoting vehicles equipped with clean, fuel efficient SmartWay Verified Technologies. Bacardi has advanced as a semi-finalist in the EPA's annual SmartWay Excellence Award process for superior environment performance for the past two consecutive years, a unique achievement in the spirits industry. For global distribution, Bacardi also is a member of GreenFreight Europe, the sister organization of SmartWay.

The Company's transportation efficiencies show significant improvement over the past few years. "In 2009, 65 percent of our shipments out of the Jacksonville facility were over the road – and 35 percent intermodal. In just five years, we have reversed that," says Damon. "We are now 65 percent intermodal and 35 percent over the road."

Since 2006, Bacardi has reduced both nonrenewable energy use and greenhouse gas emissions from production by nearly 28 percent. Building on current programs and efficiencies that reduce water and energy use and greenhouse gas emissions, the Bacardi Limited global sustainability platform, "Good

Spirited,” reinforces the Company’s years of leadership in corporate social responsibility and sets specific goals in three areas to help the Company reach its vision of a net zero 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 percent of the sugarcane-derived products used to make BACARDÍ® rum from certified, sustainable sources – and 100 percent 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 percent and achieve 15 percent 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 percent and GHG emissions by 50 percent. 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 the EPA SmartWay Excellence Award**

The annual SmartWay Excellence Award honors top shipping (retailers and manufacturers) and logistics company partners for superior environmental performance and additional actions to reduce freight emissions through effective collaboration, advanced technology and operational practices, a robust system for validating and reporting their SmartWay data and communications and public outreach. The SmartWay Excellence Award also recognizes top truck and multi-modal carrier partners that are setting efficiency benchmarks in how they move products and supplies.

The SmartWay program launched in 2004 to help the freight industry improve its environmental performance. Clean air achievements through SmartWay include reducing over 50 million metric tons of carbon dioxide which is equivalent to emissions from over 120 million barrels of oil or the emissions from 10 million cars for one year. SmartWay has also reduced roughly 738,000 tons of nitrogen oxide, and 37,000 tons of particulate matter, helping to protect the health and well-being of citizens. More information on SmartWay: <http://www.epa.gov/smartway/>

#### **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 vermouths 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 nearly 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](http://www.BacardiLimited.com)

### **About Ryder**

Ryder is a FORTUNE 500® commercial fleet management and supply chain solutions company. Ryder's stock (NYSE:R) is a component of the Dow Jones Transportation Average and the Standard & Poor's 500 Index. *Inbound Logistics* magazine has recognized Ryder as a top third party logistics provider and green supply chain partner. In addition, *Security Magazine* has named Ryder one of the top companies for security practices in the transportation, logistics, supply chain, and warehousing sector. Ryder is a proud member of the American Red Cross Annual Disaster Giving Program, supporting national and local disaster preparedness and response efforts. For more information, visit [www.ryder.com](http://www.ryder.com) and follow us on [Facebook](#), [YouTube](#), and [Twitter](#).

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