



# BACARDÍ®

## **BACARDÍ® RUM UNVEILS BOLD NEW PACK DESIGN**

*New Bottle: Same great taste and relentless passion since 1862*

Hamilton, Bermuda, February 4, 2015 -- Celebrating its 153<sup>rd</sup> anniversary today, BACARDÍ rum announces the first packaging update to the world's number one selling rum in more than a decade. Heavily influenced by Art Deco style, the new bottle design reflects the brand's unique heritage and provenance, although its timeless quality ensures it looks just as good in some of the world's finest bars today as it did in the 1920's.

As the Maestros de Ron (master blenders) who age and blend BACARDÍ rums know, it's the details that matter. Designed in consultation with some of the world's leading bartenders, it has been created to ensure it is well balanced in order to produce the perfect pour. It is taller, slimmer and more cylindrical, with proud shoulders reminiscent of the more classic style of bottles.

It is also packed with finely crafted touches. The iconic BACARDÍ bat logo, representing good fortune, good health and family unity, was inspired by hand-drawn Bacardi bat designs from the early 1900s. It crowns a label of hand-cut fonts inspired by those adorning the Art Deco El Edificio Bacardi, the brand's former sales office and iconic bar in Havana, Cuba. Each new bottle from the portfolio of light and dark rums also features its own unique printers ornament, a brief story from the Bacardi family's history and a simple taste description and drinks serve on the back. In addition, all paper labels are made from recycled cane fiber, a by-product of rum making.

More than 150 years of heritage and awards adorn the pack: the Royal Spanish coat of arms awarded for quality in 1888, a selection of medals won since 1862 (BACARDÍ rum is the most awarded spirit in the world) and the signature of Don Facundo Bacardi Massó, the founder of the company, that remains family owned since 1862.

Dmitry Ivanov, Chief Marketing Officer of Bacardi and President of Bacardi Global Brands, says, "Our goal with the new pack design was to cement the extraordinary BACARDÍ heritage into the hearts and minds of today's consumer by connecting it with the human passion, untameable spirit and fine craftsmanship that goes into every bottle. It looks contemporary, but with a strong heritage feel, and we look forward to seeing it in bars and in the hands of consumers around the world."

The re-designed presentation of the portfolio of BACARDÍ rums has been through several creative processes with painstaking research into The Bacardi Archive. Its launch today, on the brand's 'Founder's Day,' which marks the birth of the family-run business, is accompanied by a [film](#) that brings to life the meticulous production process and relentless passion behind the making of BACARDÍ rum. The movie features BACARDÍ Maestro de Ron Juan Piñera, well-known New York bartender Steve Schneider and is sound tracked by DJ/Producer Hudson Mohawke.

Due to the exile from Cuba, BACARDÍ rum is currently produced in various other locations, mainly in Puerto Rico and Mexico, with the same methods first pioneered by founder Don Facundo Bacardí Massó, using the special Bacardi yeast, lightly charred American white oak barrels and a secret combination of charcoals to filter the rum. The unique flavor profile of BACARDÍ rum has remained unchanged since 1862, and this special craftsmanship and history is celebrated in the new bottle design.

The new pack launches in the United Kingdom today, becomes available across some European markets from early March, then the remainder of global markets from April onwards.

For more information on 'BACARDÍ Untameable Since 1862', BACARDÍ rum and cocktail recipes, visit [bacardi.com](http://bacardi.com).

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**About BACARDÍ Rum - The World's Most Awarded Rum**

In 1862, in the city of Santiago de Cuba, founder Don Facundo Bacardí Massó created a light-bodied rum with a particularly smooth taste that revolutionized the spirits industry. 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 is the world's most awarded rum, with more than 600 awards for quality, taste and innovation.

[www.bacardi.com](http://www.bacardi.com)

The BACARDÍ rum brand is 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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