



BACARDÍ

World's Most Awarded Rum Brand Launches BACARDÍ® Tangerine to Mark 20th Anniversary of Flavored Rum Line

Coral Gables, Fla. (July 21, 2015) – BACARDÍ rum, the world's most awarded rum, announced today the latest addition to the iconic brand's flavored rum family, BACARDÍ Tangerine. Now available nationwide and with a new bottle design, BACARDÍ Tangerine, is infused with rich tangerine flavors to create a tangy and fresh taste, inspired by the brand's Caribbean heritage.

BACARDÍ rum created the flavored rum category twenty years ago when it launched BACARDÍ Limón® in 1995. The launch of BACARDÍ Limón was hailed by the industry as "the most successful spirit launch of all time." The secret to the intense flavor in BACARDÍ flavored rums is starting every recipe with BACARDÍ Superior white rum, aging for one year and blending in rich, tropical fruit flavors. When it's all blended together the characterful rum amplifies these ingredients to unleash the richest possible fruit flavor—and the most vibrant experiences. The juicy taste and captivating aroma hits you as soon as you open the bottle. BACARDÍ Tangerine joins the lineup of flavored rums both on and off premise and is available in 750ML size for a suggested retail price of \$12.99, in addition to 50ML, 200ML, 375ML, 1L and 1.75L sizes.

"This anniversary year is a big deal for BACARDÍ flavored rums and we always continue to expand the portfolio with innovative flavors to meet our consumer's needs for rich taste experiences," said Shane M. Graber, Vice President and Brand Managing Director BACARDÍ rum North America. "With the introduction of Tangerine, the brand delivers a flavor profile for consumers to enjoy throughout the summer during pool parties and at the beach."

BACARDÍ rum is introducing its six core delicious BACARDÍ flavored rums in the brand's new pack design, 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. In addition to BACARDÍ Tangerine, BACARDÍ Limón, BACARDÍ Pineapple, BACARDÍ Coconut, BACARDÍ Mango and BACARDÍ Dragon Berry will also sport the new pack design starting this summer.

The new product and design launch is supported with a multi-million dollar media plan, including on-and off-sampling and promotion.

BACARDÍ Tangerine is a BACARDÍ original flavor that's great as a shot drink or mixed with fruit juices and soda water for a refreshing drink that's full of flavor.

Select BACARDÍ Tangerine cocktails:

BACARDÍ Tangerine Tango:

- 3 parts orange juice
- 1 part BACARDÍ Tangerine
- Fill a highball glass with ice.
- Pour in ingredients and mix well.

BACARDÍ Tangerine Drop:

- ½ part BACARDÍ Tangerine
- ½ part lemon juice
- 1 teaspoon sugar
- Pour ingredients into a stainless steel shaker over ice and shake until completely cold.
- Pour into chilled shot glass. Serve with sugar dipped orange wedge, or rim glass with sugar.

About BACARDÍ Rums

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 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.

The BACARDÍ® 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.

<http://www.bacardi.com>

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