



BACARDÍ OAKHEART® CONTINUES FULL STEAM AHEAD AS MEDIA EFFORTS RAMP UP NATIONWIDE

Premier BACARDÍ Spirit Urges All Spiced Rum Drinkers: “Don’t Go Down With the Ship!”

Coral Gables, Fla., November 23, 2015 – Following the news that BACARDÍ Oakheart spiced rum won as the better tasting spiced rum over Captain Morgan® Original spiced rum, as the result of a national taste test administered by Radius Global Market Research LLC, 120 Fifth Avenue, New York, NY 10011, the brand is ramping up media efforts just in time for the holidays.

Originally focused on four markets, CA, FL, IN, TX, with plans to expand into other states in 2016, digital, social, and mobile efforts are now expanding nationally following positive feedback from the key markets. So far reaching 101.7 million legal drinking age consumers, the brand is now executing national digital page takeovers on sports-focused websites, which target millennial legal drinking age males, on big game days.

Taking it a step further, the “Brotherhood” of BACARDÍ Oakheart is encouraging all spiced rum drinkers to come out on Thanksgiving Eve, and pledge the “Brotherhood,” further urging consumers to “jump the captain’s ship!” spiced rum drinkers can take the pledge via social media by uploading a photo of their Thanksgiving Eve celebrations with the hashtag #AllInAllHeart.

“We could not be more thrilled with the feedback we’ve received since launching the new creative campaign,” said Fabio Di Giammarco, Global Vice President, BACARDÍ rums. “This Thanksgiving Eve we’re encouraging spiced rum drinkers to enjoy BACARDÍ Oakheart spiced rum with friends.”

BACARDÍ Oakheart spiced rum is expertly crafted by Maestros de Ron BACARDÍ from heavily charred oak barrels to give it a unique, smoky flavor before being filtered through charcoal, and then finished by adding a secret blend of spices.

BACARDÍ Oakheart is available nationwide starting at \$14.99 (suggested retail price).

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 mainly 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

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.

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