



BACARDI USA APPOINTS HORIZON BEVERAGE AS EXCLUSIVE DISTRIBUTOR IN MASSACHUSETTS AND RHODE ISLAND

Coral Gables, Fla., March 21, 2016 – Bacardi U.S.A., Inc. announces it has renewed a multi-year distribution agreement with Horizon Beverage for Massachusetts and Rhode Island.

Effective April 1, the exclusive agreement includes the sales and distribution of the entire premium portfolio of Bacardi brands including BACARDÍ®, GREY GOOSE®, BOMBAY SAPPHIRE®, DEWAR'S®, MARTINI® and ANGEL'S ENVY®, among other leading brands and labels in these two states.

“Horizon Beverage is a name that represents family, trust and exceptional service among Massachusetts and Rhode Island retailers,” says Pete Carr, regional president for Bacardi – North America. “Bacardi is proud to extend our long-standing partnership with this great company to continue a distribution force of significant capabilities, scope and dedication for Bacardi in these two markets.”

Horizon's selling divisions in these two key U.S. markets provide an excellent platform for the world class brands of Bacardi. This renewal is part of the Bacardi route-to-market strategy to improve efficiency and effectiveness while presenting an attractive portfolio of category leading products for customers.

“We are excited to continue our 80-year relationship with this dynamic organization and remain committed to working closely with the Bacardi team to deliver long-term brand growth in our markets,” adds Sam Rubenstein Managing Director, Horizon Beverage.

About Bacardi U.S.A., Inc.

Bacardi U.S.A. Inc. is the United States import and distribution arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, MARTINI vermouth and sparkling wines, and other leading and emerging brands.

Bacardi U.S.A., Inc. and Bacardi North America Corp. are headquartered in Coral Gables, Florida. Bacardi North America and affiliated companies house nearly 300 people in the headquarters office. Added to other Bacardi operations in the North America, Bacardi employs more than 800 in the U.S. and Canada. Founded 154 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 30 facilities and sells in more than 160 countries. Based in Hamilton, Bermuda, Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

About Horizon Beverage

Horizon Beverage Group was founded in 1933, originally named Brockton Wholesale Beverage. The operation began with six salespeople working out of a garage in downtown Brockton, MA. Today, the company is a 4th generation family owned business that employs more than 700 people throughout MA, RI, NH, ME and VT.

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