



## **BACARDI APPOINTS SOUTHERN WINE & SPIRITS AND GLAZER'S TO CREATE A REGIONAL DISTRIBUTION NETWORK IN NORTH AMERICA**

Coral Gables, Fla., January 11, 2016 — Bacardi, the world's largest privately held spirits company, today announces it will move to a regional distributor network in North America across Open and Control markets, supported by select distributors in Franchise and other limited markets. Bacardi names Southern Wine & Spirits of America, Inc. and Glazer's, Inc., which have signed a definitive agreement to form Southern Glazer's Wine and Spirits LLC, to lead the distribution of its wine and spirits portfolio in more than 40 markets across the United States and Canada.

"This decision will enable us to expand our footprint with a single regional partner for the Open, Control and Canadian markets, generate incremental revenue and ultimately place Bacardi in a position to succeed for years to come," says Pete Carr, regional president for Bacardi in North America. "This is all about creating the best total value for Bacardi and reigniting top-line growth for our critical North America business in the most effective manner."

The combination of the region's first and fourth largest spirits and wine wholesalers creates a distribution force of unmatched capabilities, scope and dedication.

"The Bacardi company is grateful to all of our distributors for the many years our relationship has existed," adds Michael Dolan, chief executive officer of Bacardi Limited. "As we continue on our journey, we recognize the need to be effective in all channels of the business as retailers and consumers have evolved. We selected Southern and Glazer's because of their expertise, national footprint and expressed dedication to the service of our iconic brands."

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### **About Bacardi**

Bacardi, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. 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.

Founded nearly 154 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. Based in Hamilton, Bermuda, Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. [www.BacardiLimited.com](http://www.BacardiLimited.com)

### **About Southern Wine & Spirits of America, Inc.**

Southern Wine & Spirits of America, Inc. is the nation's largest wine and spirits distributor and broker with operations in 35 markets. The multi-state distributor currently operates in: Alabama,

Alaska, Arizona, California, Colorado, Delaware, the District of Columbia, Florida, Kentucky, Hawaii, Idaho, Illinois, Indiana, Iowa, Maryland, Maine, Michigan, Minnesota, Mississippi, Montana, Nevada, New Hampshire, New Mexico, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Utah, Vermont, Virginia, Washington, West Virginia and Wyoming. Southern also holds operating licenses and permits in Nebraska, North Dakota and South Dakota. On a national basis, Southern Wine & Spirits of America, Inc. employs more than 14,500 team members. Southern urges all retail customers and adult consumers to market, sell, serve and enjoy its products responsibly. For more information about Southern and its responsible consumption program, see [www.southernwine.com](http://www.southernwine.com).

#### **About Glazer's, Inc.**

Glazer's, one of the country's largest privately held companies, currently operates in 15 states, Canada and the Caribbean, and is one of the nation's largest distributors of wine, spirits and malt beverage products. The company has operations in Alabama, Arizona, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Ohio, Oklahoma, Tennessee, Texas, Canada, and the US Virgin Islands. The third-generation family business was founded in Dallas in 1933. For more information, please visit our website at [www.glazers.com](http://www.glazers.com).

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