



BACARDÍ® Crafts Wooden Sunglasses Made From Recycled Oak Rum Barrels

The shades encourage visitors to the Casa Bacardi Visitor Center in Puerto Rico to see sustainability in a new light

Hamilton, Bermuda, June 21, 2016 – Recycled wood sunglasses give new meaning to the Bacardi vision for the future—they mirror the spirit company’s rich history and meticulous care in making some of the world’s most sought-after brands, sustainably. Bacardi never loses sight of its “Good Spirited” sustainability initiative and strives to recycle the most it can for the environment, including its retired oak rum barrels. At its BACARDÍ® rum facility just outside San Juan, Puerto Rico, some barrels are chipped up for mulch or reused for decorative purposes. Others, however, are transformed by hand, from start to finish, into artisan-crafted eyewear so customers can both drink and wear BACARDÍ.

“With sights set on seeing a net-zero impact, the Company’s eco-friendly, reclaimed-wood eyewear innovations metaphorically promote our eco-focus and allow clients to take a new, ‘greener’ view with wearable, sustainable art that actually protects their eyes,” says Maggie Matias, managing director for the Bacardi Visitor Center, who is based at the world’s largest premium rum distillery.

Certified craftsmen from RAW Eyewear manually perform the painstaking process of assembling, sanding and finishing the frames to produce the sleek, wooden-framed sunglasses. The exclusive and stylish line of sunglasses includes four on-trend designs and each pair features a carved BACARDÍ bat logo at the temple as well as Italian polarized lenses.

With current sunglasses fashion leaning toward vintage styles paired with modern trends, the wooden-framed BACARDÍ eyewear hits the mark with several styles including a round design that has a retro ’70s feel and flat-front frames that highlight the wood grain and texture. Androgynous details such as sharp lines, soft curves and earth-friendly materials make the line of sunglasses universal for all. Lenses come in cobalt blue and sunrise orange, while the frames, each unique, come in blond wood and dark chestnut hues. The expert use of wood elevates the sunglasses’ look with sophistication and panache typical of the BACARDÍ brand.

Praised for being eco-friendly, durable, hypoallergenic and unique, the sunglasses allow customers to see clearly as the polarized lenses eliminate blinding glare from shiny surfaces, improve contrast and visibility, and reduce squinting, eyestrain and ultraviolet rays. The sunglasses retail for US\$195 each, are light and comfortable to wear and are only sold at the Casa BACARDÍ visitor center store in Cataño, Puerto Rico.

“At Bacardi, our challenge is to think in new, creative ways to help the environment and our consumers. This is just one example of how we recycle materials to give them new life and ensure that nothing goes to waste, and this is part of our long-term view for the future,” adds Eduardo Vallado Moreno, vice president for Supply Chain and Manufacturing for Bacardi in the Americas, whose responsibility includes the Puerto Rico facility.

Since 2006, when Bacardi began tracking its global impact on the environment, it has improved water use efficiency by 46% and reduced GHG intensity ratio by 46%. For its namesake BACARDÍ rum, it has reduced net GHG emissions by 55% and water use by 57% worldwide in the same timeframe.

Building on current programs and efficiencies that reduce its environmental impacts, the Bacardi Limited “Good Spirited” sustainability program sets specific goals in three areas to help the Company reach its vision of a net zero impact:

1. **Responsible Sourcing:** Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials while maintaining or enhancing the economic status of growers and suppliers. By 2017, the goal is to obtain 40% of the sugarcane-derived products used to make its rum from certified, sustainable sources – and 100% by 2022. This pledge from Bacardi is an industry first.
2. **Global Packaging:** Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials. By 2017, Bacardi plans to reduce the weight of its packaging by 10% and achieve 15% by 2022.
3. **Operational Efficiencies:** Bacardi continues to focus on reducing water use and GHG emissions with a 2017 goal to cut water use by 55% and GHG emissions by 50%. In addition, Bacardi aims to eliminate landfill waste at all of its production sites by 2022.

To learn more about Bacardi Limited and its “Good Spirited: Building a Sustainable Future” environmental initiative for sourcing, packaging and operational efficiencies across the entire Bacardi family of premium spirits and wine brands, visit <http://www.bacardilimited.com/good-spirited>.

About Bacardi in Puerto Rico

Bacardi Corporation was founded in San Juan, Puerto Rico, in 1936, and is part of family-owned Bacardi Limited, the largest privately held spirits company in the world. The current facility was built in 1958 on 127 acres in the town of Cataño. The rum production facility is the largest premium rum distillery in the world, and one of 29 Bacardi manufacturing facilities globally.

Since 1961, Bacardi has operated the state-of-the-art Casa Bacardí Visitor Center, the second most-visited venue in metro San Juan, drawing more than 250,000 visitors a year to learn about the rich history of the Bacardi family and brand, as well as its unique production.

Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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