



# BACARDÍ®

## **BACARDÍ® ANNOUNCES TWO NEW FLAVORS TO SHAKE UP SUMMER ENTERTAINING**

*The King of Rums Launches BACARDÍ Grapefruit and BACARDÍ Raspberry with Share-worthy Punch Serves*

Coral Gables, Fla., May 24, 2016 – BACARDÍ®, the world’s most awarded rum, today unveils its plans to heat up the season with the debut of two new flavors – BACARDÍ Grapefruit and BACARDÍ Raspberry flavored rums. For those looking to mix up refreshing BACARDÍ Grapefruit or BACARDÍ Raspberry cocktails at home, the rum brand will be offering monthly specialty cocktails available to purchase through [Cocktail Courier](#), a premiere online cocktail delivery service.

BACARDÍ Grapefruit is a white rum infused with pink grapefruit flavors to create a sour and semi-sweet fresh taste, while BACARDÍ Raspberry is infused with citrus raspberry flavors to create a mouth-watering taste mixture of sweet and tart. Both new flavors are now available in 750ML size for a suggested retail price of \$12.99, in addition to 50ML, 200ML, 375ML, 1L and 1.75L sizes.

With the official start of summer around the corner, the new flavors will be highlighted in signature punch cocktail recipes. Punch cocktails make entertaining and shared experiences with friends easy. Large-format cocktails are the solution to frenzied hosting – make it ahead of time, and then savor party moments with friends as they happen.

BACARDÍ Grapefruit and BACARDÍ Raspberry are easily mixable in any type of cocktail, and traditional flavors like citrus and berry continue to grow in popularity. According to the Nielsen Pert White Spirits A&U study from March 2014, traditional flavors now represent 85% of flavored spirit volume (versus non-traditional fruit flavors), and two-thirds of flavored spirits volume is coming from millennial consumers.

“The new flavors, BACARDÍ Grapefruit and BACARDÍ Raspberry, will cool down all your warm weather occasions, especially in fun summer cocktails like punch,” said Juan Coronado, National Brand Ambassador, BACARDÍ rum. “Punch is a communal way to reconnect with friends and share a fun bonding experience over a great cocktail.”

BACARDÍ Grapefruit and BACARDÍ Raspberry will join the rum leader’s portfolio of popular flavored rums including the core flavor lineup of BACARDÍ Tangerine, BACARDÍ Limón, BACARDÍ Pineapple, BACARDÍ Coconut, BACARDÍ Mango and BACARDÍ Dragon Berry. Each offering in the BACARDÍ flavored rum lineup begins with the recipe for BACARDÍ Superior, which uses the time-honored methods of founder Don Facundo Bacardí Massó, whose innovative use of distillation and charcoal filtration set the precedence for modern rum-making.

Throughout the summer, BACARDÍ Grapefruit and BACARDÍ Raspberry will be served at BACARDÍ House Party events across the country, including Governors Ball in New York City. The rums will be offered in their signature serves, the BACARDÍ Citrus Party Punch and the BACARDÍ Red Rum Punch.



### **BACARDÍ Citrus Party Punch**

*1 part BACARDÍ Grapefruit*

*1 part BACARDÍ Limon*

*2 parts orange juice*

*1 part grapefruit juice*

*4 lime wedges*

*Method: Pour all ingredients into a serving glass filled with ice. Squeeze two lime wedges into drink. Stir with a bar spoon. Garnish with an orange slice.*



### **BACARDÍ Red Rum Punch**

*1.5 parts BACARDÍ Raspberry*

*1.5 parts BACARDÍ Limon*

*1.5 parts BACARDÍ Superior*

*1 part Grenadine*

*4 parts Sweet & Sour*

*1 part cranberry juice*

*Method: Pour all ingredients into a mixing glass and fill with ice. Cap with a tin and shake. Strain into a serving glass filled with ice. Garnish with a mint sprig and lemon wedge.*

For more information on BACARDÍ rum and flavored rums and cocktail recipes, visit [www.BACARDI.com](http://www.BACARDI.com).

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### **About BACARDÍ Rums and Flavored Rums**

In 1862, Bacardi 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 rums have won more than 550 awards for quality and taste making BACARDÍ the world's most awarded rum. Today, BACARDÍ is produced mainly in Puerto Rico, following the production legacy set forth by Don Facundo Bacardí Massó – crafted in a five-step distillation process, mellowed in American white oak barrels, and filtered five times for unparalleled quality and smoothness. <http://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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**LIVE PASSIONATELY. DRINK RESPONSIBLY.**

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