



## **Bacardi Named One of World's Most Reputable Companies for Fifth Year in a Row**

***Forbes-published Reputation Institute's Global RepTrak® 100 measures the reputation of the world's most highly regarded and familiar multinational companies in 15 countries***

Hamilton, Bermuda, April 5, 2017 – Bacardi Limited, the world's largest privately held spirits company, has once again been named among the most reputable companies in the world, per the annual Global RepTrak® 100 list compiled by the Reputation Institute (RI) and published in *Forbes*. Ranked at #84, up eight spots from the previous year, this is the fifth consecutive time family-owned Bacardi has made the annual global list.

“Making this prestigious global list for the fifth time in a row, and moving up ever higher since our first appearance, demonstrates that our efforts to continuously evolve our business and connect with today's consumers in new and more relevant ways are making a difference,” said Mike Dolan, chief executive officer, Bacardi Limited. “I want to especially thank our team around the world for their passion and dedication as we work hard to make Bacardi the envy of our industry.”

Based on more than 170,000 ratings collected in the first quarter of 2017, the annual survey is the largest corporate reputation study of its kind, and includes comparative ratings, trends by demographics, and insights into which companies are best regarded by consumers as well as what drives trust and supportive behaviors such as willingness to purchase a company's products, recommend the brand, invest in or even work for the company.

RI's RepTrak® System measures the general public's perception of the most highly regarded and familiar multinational companies in 15 countries – Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Korea, Spain, the United Kingdom and the United States – on seven dimensions of reputation including products and services, innovation, workplace, governance, citizenship, leadership and performance.

“The annual Global RepTrak® 100 spotlights the companies that truly understand what they stand for and how to reinforce the emotional bond with their stakeholders across all the markets they serve,” said Michele Tesoro-Tess, RI executive partner. “This year's Top 100 companies come from different sectors: reputation is a cross-industry asset and companies continuously invest on it because their leaderships finally recognized its impact on business performances.”

In putting together its annual list of the world's most reputable companies, RI assigns each company a score – The RepTrak Pulse – ascertained by taking into account the esteem, trust, admiration and feelings the general public has for each company. A company's performance across seven categories of reputation explain the rational drivers behind the emotional bond.

Allen Bonde, RI chief marketing officer, added, “Looking at these top performers, it's clear that offering high-quality products, standing behind them, and meeting customer needs is

foundational to delivering on the brand promise. But our data also shows that companies with a strong sense of purpose who are committed to improving on all dimensions of reputation – especially governance and citizenship – tend to be the most highly regarded.”

The full list of The World’s Most Reputable Companies for 2017 can be found at <https://www.reputationinstitute.com/thought-leadership/global-retrak-100>.

### **About Reputation Institute**

Founded in 1997, Reputation Institute (RI) is the world’s leading provider of stakeholder measurement, membership, and management services, working with more than 400 of the top Global 1000 companies. Serving corporate communications and marketing executives and their teams, RI delivers our data, insights and best practices through subscription services, hands-on consulting, and our RLN events and executive training. RI’s proprietary RepTrak® System is the gold standard for analyzing reputations across industries, geographies, and stakeholders, and powers our Global, National, Country and CSR studies. <http://www.reputationinstitute.com>

### **About Bacardi Limited**

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR’S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON’S®, ERISTOFF® vodka, and ST-GERMAIN® elderflower liqueur.

Founded more than 155 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. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. [www.BacardiLimited.com](http://www.BacardiLimited.com)

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