



## **Bacardi Corporate Responsibility Efforts Highlighted in 2017 Report**

### ***Alcohol responsibility and environmental initiatives featured as part of commitment to sustainability initiatives worldwide***

Hamilton, Bermuda, September 26, 2017 – Bacardi is actively engaged in global responsible drinking initiatives, reaching more than one million underage individuals with underage drinking prevention education programs, and cut its greenhouse gas (GHG) emissions intensity in half—more than a year earlier than its end of December 2017 target. These are just two of the many accomplishments detailed in the company’s 2017 Corporate Responsibility (CR) Report.

“Our commitment to being a responsible corporate citizen extends into every aspect of our business,” says Facundo L. Bacardi, Chairman of family-owned Bacardi Limited. “Our corporate values of trust, caring, passion, and excellence guide how we do business, the premium products we make, and how we respond to our consumers, employees, and communities.”

Bacardi focuses its award-winning CR efforts in five priority areas: 1) Marketplace (Alcohol Responsibility & Responsible Marketing); 2) Environment; 3) Responsible Sourcing; 4) People; and 5) Philanthropy & Community Investment. The 2017 CR Report details examples within these categories that employees carried out across the globe and highlights the company’s progress against the Beer, Wine, and Spirits Producers’ Commitments to Reduce Harmful Drinking, the Good Spirited environmental sustainability initiative goals, and the Bacardi commitment to support communities where we live and work.

“Stakeholder research informs our corporate responsibility direction and priority areas,” said Rick Wilson, senior vice president of Corporate Responsibility for Bacardi. “In addition, we are guided by global standards and goals in our approach, including the UN Sustainable Development Goals, the UN Global Compact, and the Global Reporting Initiative Standards.”

As a result of its ongoing efforts, the company, for the fifth consecutive year, made the annual Global RepTrak® 100 list released by Reputation Institute and published in Forbes, and moved up eight spots to #84 from the previous year.

Regarding its bold Good Spirited initiative, Bacardi achieved ‘Zero Waste to Landfill’ status at 11 facilities, toward its goal of every facility by 2022. In addition, Bacardi will sustainably source 100 percent of its sugarcane-derived products for BACARDÍ® rum from certified Bonsucro suppliers by the end of 2017—five years sooner than the original goal.

As part of its Philanthropy & Community Investment efforts, Bacardi worked within the communities where it operates and through its ‘Spirit of Life, Caring Together’ volunteer initiative in more than 40 countries. Employees activated many local events such as blood drives, clothing and food donations, disaster relief, park cleanups, and tree plantings to help make a difference. The company also worked with the art community and through its BACARDÍ No Commission events in Miami, New York, and London put \$3 million directly back into more than 80 artists’ pockets.

Other key achievements in the five core areas of the Bacardi Limited 2017 CR Report, which encompasses April 1, 2016 – March 31, 2017, include:

- Bacardi expanded its Slow Drinking initiative into Spain and Italy, promoting responsible consumption by transforming a simple drink into the art of tasting by giving priority to quality over quantity.
- All Bacardi marketing agency contracts were in compliance with Producers' Commitments indicators and all traditional and digital media advertisements measured had at least a 70% minimum legal drinking age audience (or higher where required).
- Water use efficiency vs FY06 improved by 46.5 percent, with a continued focus on reducing water consumption.
- Ninety-one percent of Global Direct and 100 percent of Global Point of Sale suppliers are linked to Bacardi through Sedex (a nonprofit organization dedicated to improving ethical business practices in global supply chains).
- Thirty-six percent of senior management roles at Bacardi are held by women—an example of the company's Women in Leadership initiative.
- Bacardi's commitment to "Safety First" resulted in 18 accident-free sites, as well as the second-best year in 'Company Lost Time Accident' rate.

"We continuously review the relevant targets and integrate them into our corporate responsibility objectives to solidify our reputation as a leader in sustainability," adds Wilson.

Currently, many of our facilities, offices, and employees are directly impacted by various natural disasters. In the wake of this devastation, Bacardi Limited and the Bacardi family have committed US\$3 million for disaster relief and recovery efforts in Florida, Puerto Rico and other islands in the Caribbean, The Bahamas, and Mexico. Bacardi will provide immediate relief and longer-term rebuilding efforts in collaboration with several non-profit partners and local governments in the affected communities.

To read more about Corporate Responsibility within Bacardi, visit the Corporate Responsibility section at <https://www.bacardilimited.com/corporate-responsibility/>.

### **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 employs nearly 5,500 and sells its brands in more than 170 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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