



### **Bacardi Pledges \$3 Million to Disaster Relief Assistance**

- \$2 Million Dedicated to Puerto Rico – home to BACARDÍ® rum distillery, Casa Bacardi visitor center -**
- \$1 Million to other areas impacted including Florida, the Caribbean, The Bahamas, and Mexico –**

Hamilton, Bermuda, September 22, 2017—In the wake of the devastation caused by Hurricanes Irma and Maria, as well as the earthquakes in Mexico, Bacardi Limited and the Bacardí family commit US\$3,000,000 for disaster relief and recovery efforts in the impacted areas.

The world's largest privately held spirits company designates US\$2,000,000 in cash and other assistance to Puerto Rico, and the remaining US\$1,000,000 to local relief agencies supporting communities impacted in Florida, other islands in the Caribbean, The Bahamas, and Mexico.

“The Bacardi family, company and our employees are deeply saddened by the devastation and horrific loss caused by the recent hurricanes and earthquakes. We hope these donations will help alleviate some of the stress and pain people are experiencing while addressing some of their most basic needs,” says Facundo L. Bacardi, Chairman of family-owned Bacardi Limited.

Bacardi will provide immediate relief and longer-term rebuilding efforts in collaboration with several non-profit partners and local governments, including the Government of Puerto Rico, in the affected communities.

Puerto Rico has been home to the BACARDÍ® rum distillery, the largest premium rum distillery in the world, since 1936 where the company produces its namesake brand, and the Casa Bacardi visitor center, the second most visited tourism venue in metro San Juan. Throughout its history in Puerto Rico, Bacardi has been deeply involved in the community and its commitment remains strong to the long-term success of Puerto Rico as it battles natural disasters and financial difficulties.

“Disaster relief aid is part of our Philanthropy & Community Investment mission to provide assistance to communities in need,” adds Mr. Bacardi. “We’re working closely with government agencies and not-for-profit partners to identify the most pressing needs so we can provide meaningful support.”

The devastation of the recent natural disasters strikes particularly close to Bacardi since many impacted communities are considered home to its operations, offices, and employees. In addition to operations in Puerto Rico, BACARDÍ rum is bottled in Jacksonville, Fla., and South Florida is home to the Bacardi North America regional headquarters office. In Mexico since 1931, the company has offices and production facilities for its rum and tequila brands. While Bacardi no longer has facilities in The Bahamas, our donation serves as a testament to the people of The Bahamas where the company produced its iconic rum for nearly 50 years.

Corporate responsibility has always been a priority for Bacardi. Company founder and BACARDÍ rum creator Don Facundo Bacardí Massó began this tradition in 1852 when he volunteered as the chief organizer of disaster relief in his hometown of Santiago de Cuba after a devastating earthquake. Since then, the Bacardí family and company have continued to build upon his commitment to assist in times of catastrophic natural disasters.

In recent years, Bacardi has made donations to aid organizations supporting relief efforts in Southeast Asia, China, Australia, Italy, Haiti, Cuba, Brazil, Chile, and the United States.

This \$3 million pledge is in addition to the Bacardi USA contribution of up to \$100,000 to support its business partners and others affected by Hurricane Harvey in Houston, Texas.

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### **Editor's Notes:**

- In Mexico, all our employees are safe after the earthquake on Tuesday. Our rum facilities have suffered only minor damage and restarted production on Thursday. Our tequila facility in Arandas continues to operate. We are also helping those helping us as our cafeteria in Tultitlán has provided 500 lunches for local rescue crews.
- In Puerto Rico, while communications are difficult due to limited cell service after Hurricane Maria, we have been able to reach many employees and are not yet aware of major losses. Our facility experienced some damage and we are waiting for our teams to complete a full assessment in the coming days when safe to do so. Contingency plans have been enacted as to not impact the supply of BACARDÍ rum.

### **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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