



Bacardi General Counsel Marlene Gordon Joins Advisory Board for Women of the Vine & Spirits™

Hamilton, Bermuda, December 4, 2017—Family-owned Bacardi announces Marlene Gordon, general counsel for Bacardi in North America, joins Women of the Vine & Spirits™ as an Advisory Board member for the United States. In this role, Gordon will contribute her experience and insight to the organization’s efforts to support and advance opportunities for women in the alcohol beverage industry.

Established in 2015, [Women of the Vine & Spirits](#) is guided by both a [U.S.](#) and [European](#) Advisory Board and led by Deborah Brenner, founder and president. Comprised of leaders from every segment of the industry, the Advisory Board works to collectively advocate for industry support of talent development and gender-diverse teams.

“I am pleased to join the Advisory Board as the mission of Women of the Vine & Spirits is completely aligned with the Bacardi mission to train, develop and inspire a pipeline of high-performing women and propel them into leadership positions. I look forward to working closely with Deborah and the rest of the board to create more leadership opportunities for women in our industry,” says Gordon, who is also the global lead of the [Women in Leadership](#) initiative at [Bacardi](#).

“Marlene has long been a supporter of our organization and we look forward to having her continued guidance on the Women of the Vine & Spirits Advisory Board,” adds Brenner. “Marlene and Bacardi share our commitment to gender diversity and inclusion in the alcohol beverage industry and together we are changing the face of the industry.”

As a Platinum Member, Bacardi provides complimentary membership in Women of the Vine & Spirits to its employees to foster connections, create change and raise the bar by cultivating valuable relationships with partners that are committed to the advancement of women and ensuring the next generation is being mentored to take leadership roles.

About Women of the Vine & Spirits

Women of the Vine & Spirits is the world’s leading membership organization dedicated to the empowerment and advancement of women in the alcohol beverage industry, fostering gender diversity and talent development across the industry at large. Guided by an Advisory Board of top executives in the alcohol beverage industry, Women of the Vine & Spirits offers extensive education, advocacy, training, mentorship, networking and steadfast support for women at every position in the field, particularly through the annual Women of the Vine & Spirits Global Symposium, March 12-14, 2018 in Napa, California. www.womenofthevine.com.

About Bacardi

Bacardi, 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 sells its brands in more than 170 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. www.bacardilimited.com

Media Contact

Amy Federman, +441-294-1110, afederman@bacardi.com